ICE CREAM FIELD

January 1952

In this issue:

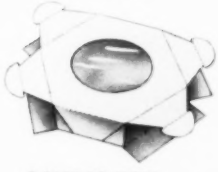
Special "Get Your Plant In Order" Issue
Remodeling Nearing End At French-Bauer
Citrus Flavored Sherbets—By O. E. Ross
How To Merchandise Novelties, Packages

PLEASE ROUTE TO	Owner	Prod. Mgr.	Sls. Mgr.	Adv. Mgr.	Library

Build Profits with Specialties

Sutherland
ICE CREAM PIE CARTONS

ONE PIECE CONSTRUCTION



* EASY TO STORE
* QUICK TO SET UP

Sunday dinners . . . birthday and anniversary parties . . . committee meetings . . . important gatherings of any kind . . . are all sources of high extra profits when you get your community thinking of ice cream pies as the ideal dessert. Naturally, important in your merchandising program are colorful sales-making display cartons. Sutherland has them for you . . . distinctively designed, sturdy, and practical to use. Send for samples and prices on stock designs or suggestions for special designs to emphasize your brand name.

FOLDING, PARAFFINED, AND LAMINATED CARTONS
BAKERY PACKAGES · PREPACKAGING BOARDS AND TRAYS

SUTHERLAND PAPER CO.
KALAMAZOO MICH.

LIQUID-TIGHT CONTAINERS · FOOD TRAYS – PAPERWARE
EGG CARTONS · PLATES · PAILS · HANDI-HANDLE CUPS

Vol. 59, No. 1, January, 1952. ICE CREAM FIELD is published monthly at 3110 Elm Ave., Baltimore 11, Md., by the I. C. F. Publishing Co., Inc. Address editorial and advertising communications to the New York Office, 19 W. 44th St., New York 18, N. Y. Entered as 2nd class matter at the post office at Baltimore, Md., under the act of March 3, 1879. Subscription rates yearly, $2 in the U. S., $2.50 in Canada, $3 foreign; single copies 25c in the U. S. and Canada, 35c foreign.

SEALED TO STAY!

All Savage Cabinets Are Permanently Closed Against Ruinous Moisture Infiltration

One reason for the extra dependability of Savage Ice Cream Cabinets is this: every Savage cabinet is hermetically sealed to prevent infiltration of moisture and air with their ruinous effect on cabinets and evaporators. To insure a complete and permanent hermetic closure, each Savage unit is *tested three times* under air pressure before being okayed for shipment.

Furthermore Savage cabinets are of all-steel construction, no wood to warp or rot.

In these days when *durability* counts so much, Savage Ice Cream Cabinets are more than ever your best bet for the years ahead. Write today for illustrated literature. Savage Arms Corporation, Refrigeration Division, Utica 1, New York.

8 SAVAGE FEATURES
For Longer Life, Greater Sales

- Greatly increased capacity: 10 to 50% more ice cream in both cabinets.
- Refrigerated partitions between compartments. Not necessary to buy additional evaporator at added cost.
- Modernized exterior design; satin finish (no screws) for easy in-line installation; top and sides super-smooth for quick, effortless cleaning.
- Gleaming white lids of durable plastic—ice-resisting, appetite-appealing, easy to wipe clean.
- Extra strong, all-steel cabinet construction for longer service life. No wood to warp or rot. Corners reinforced for added strength.
- Uniform temperature throughout cabinet; maintains ice cream (bulk or bars) at equal temperatures.
- Hermetically sealed, rubber-mounted compressor for economical maintenance.
- Highly efficient insulation of genuine Fiberglas.* Hermetically sealed construction to prevent infiltration of moisture. Each cabinet factory-tested under pressure to ensure permanent seal.

*Fiberglas is the registered trade-mark of the Owens-Corning Fiberglas Corp.

SAVAGE

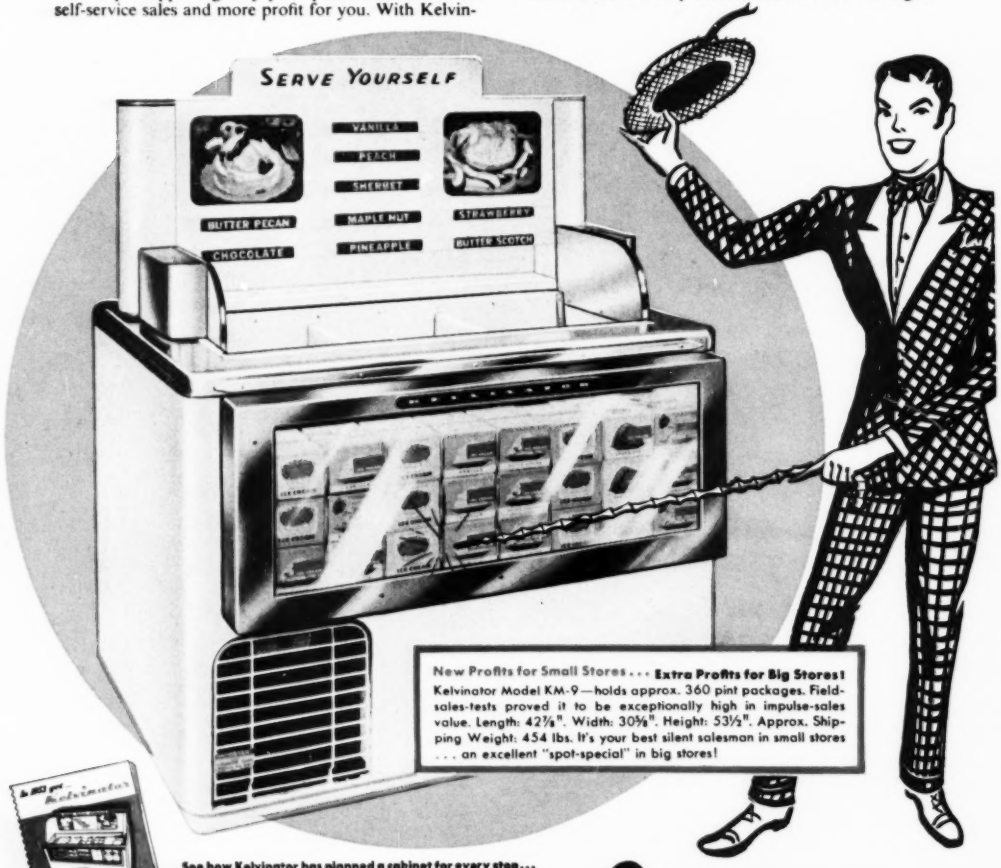
Good for Years!

SAVAGE
ICE CREAM CABINETS

Let these 2 KELVINATOR show off your product

NEW OPEN TOPS . . . "SHOWCASE" Fronts

Let these Kelvinator "showmen" bring you big new profits in the new era of "see and select" merchandising. They're tops for point-of-sale attraction in 1952! You get beautiful open-top construction. Exclusive, separately-lighted "showcase" fronts. Illuminated superstructures that stop shoppers, glorify your product, insure more self-service sales and more profit for you. With Kelvinator, of course, you're also sure of *more dependability—greater durability—lower operating cost.* There's a Kelvinator Merchandiser for every type of store. Why not order now—for full details, see your Kelvinator representative or write, phone, or wire Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.



New Profits for Small Stores . . . **Extra Profits for Big Stores!** Kelvinator Model KM-9—holds approx. 360 pint packages. Field-sales-tests proved it to be exceptionally high in impulse-sales value. Length: 42⅞". Width: 30⅝". Height: 53½". Approx. Shipping Weight: 454 lbs. It's your best silent salesman in small stores . . . an excellent "spot-special" in big stores!

See how Kelvinator has planned a cabinet for every stop... every location . . . every situation! Write today for your copy of Kelvinator's new Ice Cream Merchandiser Catalog, showing a full line to meet your every need. KELVINATOR, Division of Nash-Kelvinator Corporation, Dept. No. IF-1, Detroit 32, Michigan.

Get more...

"Showmen" ...step up impulse sales!

...Kelvinator Dependability In Every Inch!

Big in Capacity! Big in Sales-Power! Kelvinator Model KM-12 —holds approx. 470 pint packages. *Small* investment—*big* return for every type of store. Length: 54". Width: 30⅝". Height: 53½". Approx. Shipping Weight: 499 lbs. Plan to put several KM-12's on your sales-force in food markets!

Get Kelvinator

THE BEST KNOWN NAME ON MODERN ICE CREAM CABINETS

Coming Events

JANUARY 14-16 — French Lick, Indiana; annual meeting and convention of the Indiana Dairy Products Association.

JANUARY 16-17—Hotel Copley Plaza, Boston, Massachusetts; annual convention of the New England Association of Ice Cream Manufacturers.

JANUARY 17—Hotel Commodore, New York City; annual meeting of the Dairy Products Improvement Institute.

JANUARY 17-19 — Battle House Hotel, Mobile, Alabama; annual convention of the Alabama Dairy Products Association.

JANUARY 20-22—Hotel Jung, New Orleans, Louisiana; annual convention of the Louisiana Dairy Products Association.

JANUARY 21-22—Hotel Roanoke, Roanoke, Virginia; annual convention of the Virginia Dairy Products Association.

JANUARY 24-25 — Hotel Deshler-Wallick, Columbus, Ohio; annual convention of the Ohio Dairy Products Association.

JANUARY 24-25—Hotel Castle, Omaha, Nebraska; joint conventions of the Nebraska Ice Cream Manufacturers Association, Milk Dealers, and Dairy Boosters.

JANUARY 24-25—Hotel Carolina, Pinehurst, North Carolina; annual convention of the North Carolina Dairy Products Association.

JANUARY 29-30—Hotel Syracuse, Syracuse, New York; annual meeting of the National Dairy Council.

FEBRUARY 6-8—Hotel Buena Vista, Biloxi, Mississippi; annual convention of the Mississippi Dairy Products Association.

FEBRUARY 10-12 — Hotel Mayo, Tulsa, Oklahoma; annual convention of the Oklahoma State Dairy Products Institute.

FEBRUARY 19-21 — Oregon State College, Corvallis; annual convention of the Oregon Dairy Manufacturers Association.

FEBRUARY 24-26—Hotel Texas, Forth Worth, Texas; annual convention of the Dairy Products Institute of Texas.

LIMPERT'S new day ICE CREAM TARTS

- Save 10c to 20c per Dozen Tarts
- Continuous Operation
- Minimum of Shutdowns
- Stored Safely for Longer Time
- Can be handled in Self-Service Cabinets

Decorated with *extruded ice cream* by a patented process, in one operation as they are filled. Limpert offers the complete promotion — patented attachments for filling machines, tie-in with national trade promotions, colorful advertising displays. Wire now for full details. January through April are the big Tart months.

LIMPERT BROTHERS, INC.

Makers of Fine Fruits and Flavors, VINELAND, N. J. • New York Office: 33 W. 42nd St.

PURITAN PRESENTS THE BIGGEST OPPORTUNITY IN ICE CREAM CUPS IN 20 YEARS!

NOW you can cash in on millions of dollars worth of publicity with the HOWDY DOODY Puritan container

Tap a ready-made market.
Win new customers, new outlets.
Build prestige for your brand.

Kids are crazy about ice cream. Kids are crazy about Howdy Doody. Put the two together under *your name* and you've got the biggest profit-making combination in 20 years! Howdy Doody has already been a phenomenal success selling Kellogg's Rice Krispies, Mars Candy, Palmolive Soap, Ovaltine and Welch's Grape Products.

Now you can pack your ice cream in a sturdy Puritan container beautifully printed with the Howdy Doody Design on the sides and your own brand name on the lid. To add still more sales wallop, an ingenious premium deal keeps 'em coming back for more and more—yet requires no extra work for you. No strings attached. You buy only what you need. Here's a sure-fire sales booster to win new customers and new outlets, for years to come. A full-scale Howdy Doody promotion for the entire dairy industry is already under way. Turn all this nation-wide publicity into profits for your own company—act now.

WRITE, WIRE OR TELEPHONE TODAY

We'll send you a kit with full information. Address: Kensington, Conn., Att: Mr. Taylor. Or, 4711 Foster Avenue, Chicago 30, Ill., Att: Mr. Johnson. Department 14 at both plants.

PURITAN — a long-established name in cups.

Puritans have been selected to package all ice cream sold in containers under the Howdy Doody name. Your inquiry will be answered fully and promptly.

THE AMERICAN PAPER GOODS CO.
KENSINGTON, CONNECTICUT • CHICAGO, ILLINOIS
SINCE 1893

Stop!

BEFORE YOU BUY INSULATED ICE CREAM PACKAGE EQUIPMENT.....

CHECK *Hayssen*

SAVE on the initial capital investment. The Hayssen "DUAL UNIT" Ice Cream Wrapping Machine takes the corrugated, insulating paper, in roll form, die-cuts, scores and wraps it around the ice cream carton; glue seals it and then transfers the carton to a second machine where it is overwrapped with the printed wrapper . . . at a capital expenditure which is low by comparison.

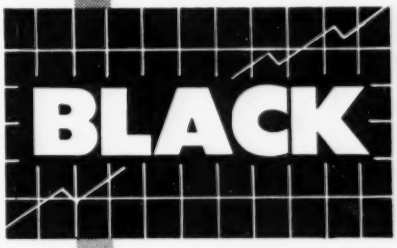
SAVE on floor space. In the Hayssen Ice Cream "DUAL UNIT," the final overwrapping machine is built closely to and ABOVE the insulated paper wrapping machine . . . thus saving valuable floor space. Also available is the Hayssen Bundling Machine for wrapping a multiple number of cartons in a convenient sized kraft paper package. Write to Hayssen for complete information.

WRITE TODAY

HAYSSEN MFG. COMPANY • DEPT. D-21 • SHEBOYGAN, WIS.

Nothing like a touch of

to put February figures in the



VIRGINIA DARE FEBRUARY FLAVOR SUGGESTIONS

Virginia Dare CHERRY EXTRACTS

True Fruit Cherry to blend with your fruit for a rich, true-taste cherry. For greater uniformity, real taste distinction. Where price is a factor: Virginia Dare Imitation Cherry No. 98 saves cost without sacrificing quality.

Virginia Dare U. S. Certified CHERRY COLOR

Special Cherry Color sold in 1 lb. cans or in liquid form in pints, quarts, or gallons.

Virginia Dare CHERRY PINEAPPLE

One of Virginia Dare's famous bisques, slanted to the season. A luscious variation on February's Cherry Favorites. Packed in 46 oz. jars, each jar flavors a five gallon mix.

Virginia Dare CHERRY CUSTARD

A tangy Virginia Dare specialty that's so right for this season. Use 2 oz. of flavor for 5 gallons of mix. Add Maraschino Cherries if desired.

and most important, Virginia Dare→

VANILLA FOR YOUR CHERRY VANILLA

February or June—Vanilla stands as your gallonage leader. In combination with Cherry or alone, a good Vanilla is the keystone of your business. That's why you should check Virginia Dare for Vanilla: Pures like Virginia Dare No. 7; Compounds like famous Three Star; on down to Imitations and Powders. Whatever Vanilla you use, you'll find the best of its type at Virginia Dare.

QUALITY IN FLAVOR SINCE 1835

Representatives in Principal Cities

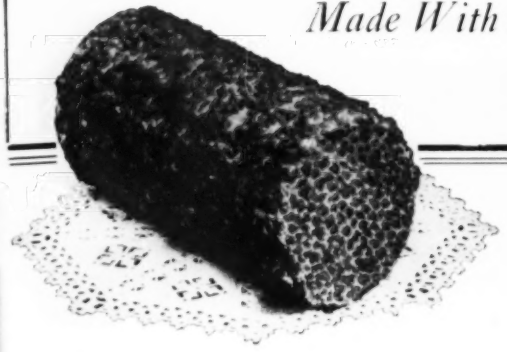
VIRGINIA DARE EXTRACT CO., Inc.
Bush Terminal Building No. 10
Brooklyn 32, New York

Keep Off-Season Sales Up . . . **WITH**

MACAROON ICE CREAM ROLLS

Made With Inexpensive . . . Easy-to-Use

WIRE MOLDS



The macaroon ice cream roll knows no season. It is the perfect dessert for family meals, the ideal party treat the year 'round. Housewife and hostess like the ease and speed with which they can serve this truly delightful, really different ice cream specialty.

You, too, will like the ease, speed AND ECONOMY of preparing macaroon ice cream rolls with the WIRE MOLD METHOD. All you need to produce this profitable, sales-attracting item are the wire frames and inexpensive paper liners and discs illustrated at the left.

We supply everything needed to produce this profit-making ice cream roll . . . wire frames, discs, liners, window cartons, delicious macaroon crunch and colorful point-of-sale posters. Let us show you the way to greater off-season profits. Write today.

NOW AVAILABLE IN QUART AND NEW 18 OZ. SIZES

QUART serves 7 to 9 generous portions.

18 OZ. ROLL . . . gaining in popularity every day. Serves 4 to 5 portions.

Wire mold frames are designed to be used with inexpensive liners and discs. Production costs are cut . . . profits increased.

PATENT PENDING

Quart and 18 oz. roll cartons specially imprinted in quantities of 1,000 or over at no extra cost.

Write Today For Complete Information

LUDWIG-LOCKHART COMPANY

318 NORTH THIRD STREET MINNEAPOLIS 1, MINN.

Short Courses

JANUARY 14-26 — Pennsylvania State College, State College, Pennsylvania; Short Course for Ice Cream Plant Men. Information available from A. Leland Beam, Director of Short Courses at the school.

JANUARY 21 - 25 — University of Massachusetts, Amherst, Massachusetts; Short Course in Elementary Ice Cream Making. Information available from Professor D. J. Hankinson, head of the school's Department of Dairy Industry.

JANUARY 21 - FEBRUARY 2— University of Maryland, College Park, Maryland; 3rd annual Ice Cream Short Course.

JANUARY 28 - FEBRUARY 1— University of Massachusetts, Amherst, Massachusetts; Short Course in Advanced Ice Cream Making. Information available from Professor D. J. Hankinson, head of the school's Department of Dairy Industry.

JANUARY 30 - FEBRUARY 1— Louisiana State University, Baton Rouge, Louisiana; annual Dairy Products Manufacturing Short Course. Information available from Dr. J. B. Frye, Jr., head of the school's Dairy Department.

FEBRUARY 5-8—Ohio State University, Columbus, Ohio; 19th annual Dairy Technology Conference. Information available from the school's Department of Dairy Technology.

FEBRUARY 18-28 — University of Minnesota, St. Paul, Minnesota; Short Course in Market Milk and Ice Cream Manufacturing. Information available from J. O. Christianson, Director, Agricultural Short Courses.

FEBRUARY 18-MARCH 1—Ohio State University, Columbus, Ohio; Ice Cream Short Course. Information available from the school's Department of Dairy Technology.

FEBRUARY 19-21—Oregon State College, Corvallis, Oregon; Dairy Manufacturing Short Course. Information available from Professor G. H. Wilster of the college's School of Agriculture.

FEBRUARY 22—Purdue University, W. Lafayette, Indiana; Beginning of eight week course in Dairy Manufacturing. Information available from Professor H. W. Gregory, head of the school's Dairy Department.

MARCH 10-14 — State College of Washington, Pullman, Washington; 21st annual Institute of Dairying. Information available from Professor H. A. Bendixen of the school's Department of Dairy Husbandry.

Better Coloring with BETTER COLORS

Parakeet
TRADE MARK
BRAND OF
CERTIFIED FOOD COLORS

Your finished product deserves the finest. Secure maximum sales and eye appeal by using Sterwin's Parakeet Certified Food Colors.

These pure food colors are manufactured by Sterling's Hilton-Davis Chemical Co., leaders in the color field for 25 years. Their experience and know-how guarantee the production of top quality certified food colors.

WRITE TODAY for new booklet giving information on Sterwin's complete line of Food Colors.

Sterwin Chemicals INC.
SUBSIDIARY OF STERLING DRUG INC.
1450 BROADWAY, NEW YORK 18, N. Y.
445 Lake Shore Drive, Chicago 11, Ill.
FACTORY: CINCINNATI, OHIO

Branch Offices
Atlanta, Boston, Buffalo, Chicago, Dallas, Kansas City (Mo.), Los Angeles, Minneapolis, Portland (Ore.), St. Louis

WORLD'S LARGEST SUPPLIERS OF VANILLIN

They're all <u>needed</u> to keep steel production <u>up</u>

...TO AID DEFENSE

Every pound of unused iron and steel you have is needed to help steel mills and foundries keep production up to rising capacity.

Scrap inventories are alarmingly low. Mills that normally maintain inventories of several months, are now down to a day-to-day basis. Shutdowns are threatened.

One way we can maintain desired level of both military and civilian production is for you to *dig up* and *turn in* your iron and steel scrap now.

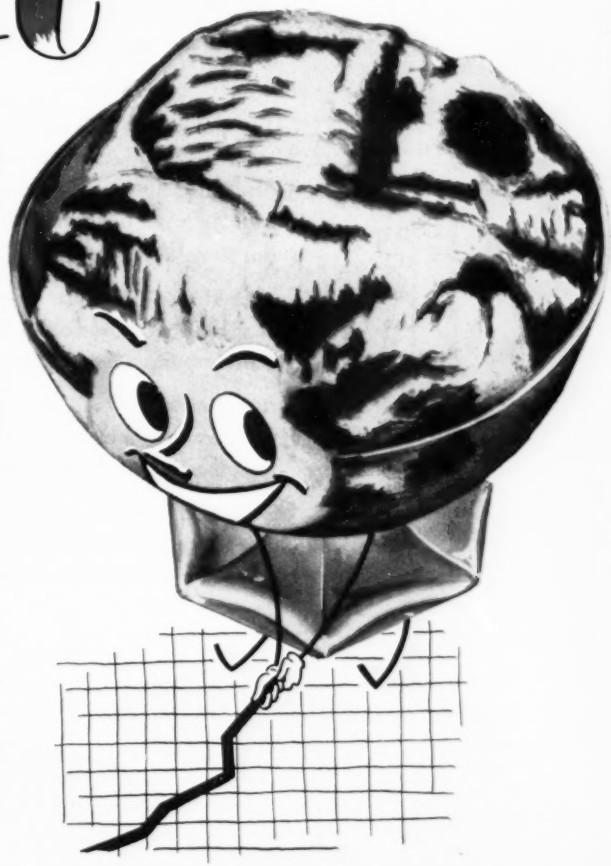
Get in touch with your local scrap dealer and write for the free booklet, "Top Management: Your Program for Emergency Scrap Recovery" to Advertising Council, 25 W. 45th St., New York 19, N. Y.

NON-FERROUS SCRAP IS NEEDED, TOO!

This advertisement is a contribution, in the national interest, by

ICE CREAM FIELD

*RIPPLE is RIGHT!



FOR PULLING UP YOUR ICE CREAM SALES CURVE!

Yes, the industry's surest way to build ice cream sales is to feature monthly specials in Ripple Ice Creams . . . made from Balch's Ready-To-Use Ripple Sauces. Hundreds of plants throughout the country are alternating Fudge Ripple, the year-round favorite, with 10 other fast-selling flavors: Butterscotch, Strawberry, Black-Raspberry, Cherry, Orange-Pineapple, Peach, Caramel, Pineapple, Marshmallow, and Double Ripple (combines any two).

FREEZES RIGHT—the right body and consistency, never gets gummy or stringy, never crystallizes. Stays frozen in your dealer ice cream cabinets.

BLENDS RIGHT—no streaks, no smears, a real sauce that doesn't discolor your ice cream when made the Balch way.

MELTS RIGHT—melts to a luscious sauce just a little faster than the ice cream.

TASTES RIGHT—the delicious flavor of all natural fruit products—no artificial flavor, no preservatives.

LOOKS RIGHT—a delicious second-color flavor makes a sundae within your bulk or packaged ice cream.

SELLS RIGHT—because Ripple is "right" in every way. Free Advertising streamers, mats, etc. help you sell.

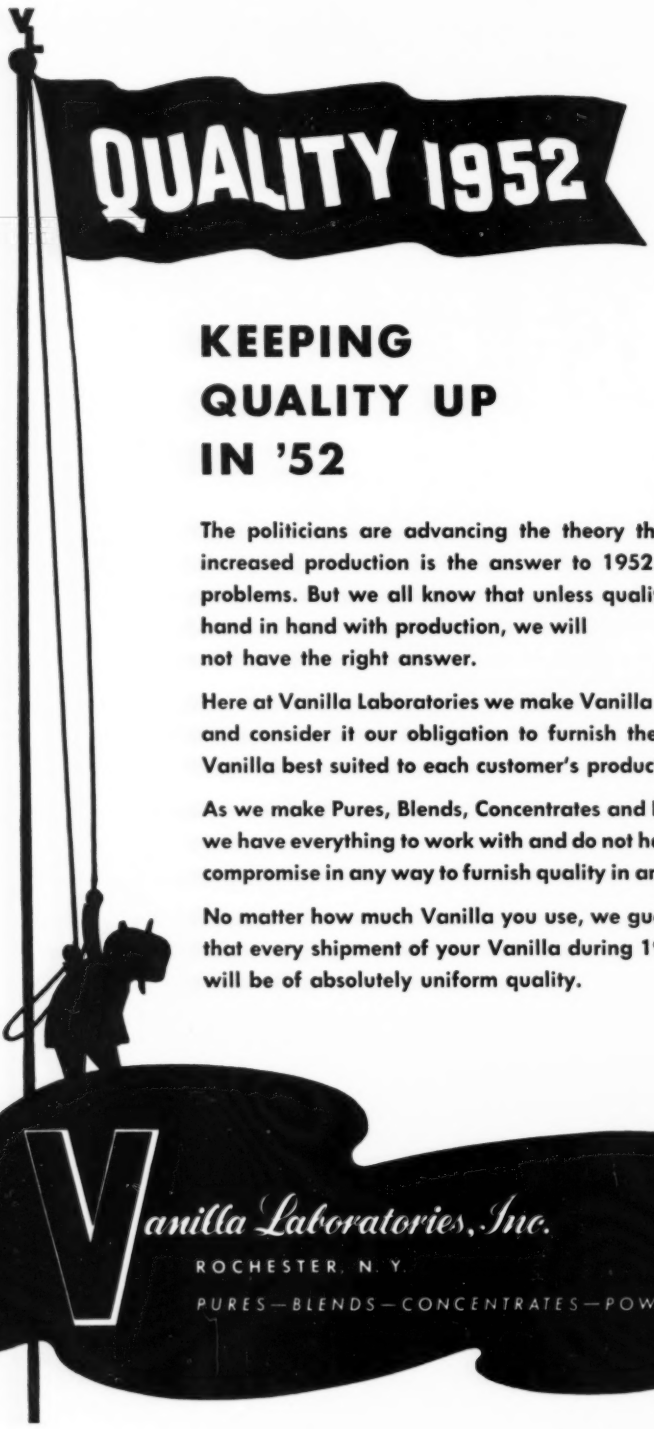
TECHNICAL HELP—Our trained specialists can help you in your plant . . . will be glad to show you how simple it is to use Ripple sauces three ways: for tart toppings, Sundae cups and pies; for flavoring ice creams; and for Ripple ice creams. Write us.

*"Ripple" and "Wave" trademarks registered

BALCH FLAVOR COMPANY

ADAMS & FULTON STREETS, PITTSBURGH 33, PA.

WEST COAST: Fred Cohig, 1855 Industrial, Los Angeles, Calif.
CANADA: R. J. Campbell Co., No. 2 Dennison Road, Weston, (Toronto)



KEEPING QUALITY UP IN '52

The politicians are advancing the theory that increased production is the answer to 1952 problems. But we all know that unless quality goes hand in hand with production, we will not have the right answer.

Here at Vanilla Laboratories we make Vanilla exclusively and consider it our obligation to furnish the one Vanilla best suited to each customer's product.

As we make Pures, Blends, Concentrates and Powders, we have everything to work with and do not have to compromise in any way to furnish quality in any quantity.

No matter how much Vanilla you use, we guarantee that every shipment of your Vanilla during 1952 will be of absolutely uniform quality.

Vanilla Laboratories, Inc.

ROCHESTER, N. Y.

PURES—BLENDS—CONCENTRATES—POWDERS

if your ice cream has a name...

REPEAT IT AS THEY EAT IT!

This is a brand-conscious country. Do your customers know the brand name of your ice cream? Remind them, by keeping your brand on the fresh, crisp Lily* container that merchandises your product. As your ice cream is enjoyed, its goodness is directly associated with your name. That's the best way to make your brand recognized and respected on sight.

*T.M. Reg. U.S. Pat. Off.

LILY-TULIP CUP CORPORATION
122 East 42nd Street • New York 17, New York
Chicago • Kansas City • Los Angeles
San Francisco • Seattle • Toronto, Canada

PATAVIA ...ice cream

CONTENTS

ICE CREAM FIELD

VOL. 59 *January* NO. 1

Staff: HOWARD B. GRANT, Publisher; SIDNEY M. MARAN, Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

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PAGE ARTICLE

TOPIC OF THE MONTH

20 Efficient Cleaning
26 Hood Plant Housekeeping
28 How Hydrox Cleans House
30 Central Dairy Methods
32 Coliform Control

PRODUCTION FEATURES

50 A Concentrated Mix
54 Asselin Marks Anniversary
56 Renovations Near End At French-Bauer
66 Tarts With "Modern Angle"
68 Citrus Flavored Sherbets

SELLING SECTION

72 Merchandising Packages And Novelties
75 Quality Chekd Stresses Sales And Production

DEPARTMENTS

6 Coming Events
11 Short Courses
78 The Reader Asks
80 New Products
82 Association News
88 What's New
93 Business News
98 Classified Ads
100 Index To Advertisers

BATAVIA undercoating is underwriting

longer body life

Of course you don't pay extra for *undercoating* when you buy Batavia! *Every* precision-built Batavia body receives the added protection of an undercoat; it's standard procedure — only one of the many extra steps to insure that your Batavia body will last longer. Just as the underside is protected from rust and wear, your *entire* Batavia body is custom-designed to give you far more for your money in product preservation, and enduring performance. Write for a free consultation on how a custom-built Batavia body can improve *your* service.

BATAVIA 3, ILLINOIS

AN EXAMPLE OF

WORK SIMPLIFICATION
in the ICE CREAM INDUSTRY

In Various Ice Cream Plants

One Girl

ASSEMBLES

FILLS

APPLIES COVERS

keeping abreast of 450 to 600 gallons per hour

Using 2½ GALLON

MORRIS LOCKTOP PAPER CANS

MANUFACTURED AND DISTRIBUTED BY } **MORRIS PAPER MILLS** • 135 SOUTH LA SALLE ST., CHICAGO 3, ILL.
NATIONAL FOLDING BOX CO. • NEW HAVEN, CONNECTICUT

Also Distributed by CHERRY-BURRELL CORP. • The CREAMERY PACKAGE MFG. CO. • Branches in Principal Cities

Production

section

EFFICIENT CLEANING

BY JOHN R. PERRY
National Dairy Products Co.
New York, N. Y.

THE cleaning operation in ice cream plants, and for that matter in milk plants and other food plants, is presently receiving marked and active attention. It is receiving this attention not only because of its importance to the quality of products processed and handled but also because of its high cost which is reflected in the cost of the products made. With the cost of all items which enter into the processing, packaging and handling of products on the increase, it is essential that any possible legitimate economy be effected. Since the cost of cleaning comprises a relatively large proportion of the over-all cost of processing and handling, it warrants the attention it is receiving.

topic of the month

To help ice cream manufacturers ready their plants for the coming busy season, ICE CREAM FIELD has prepared a series of articles built around the theme "Get Your House In Order." These articles describe the experiences and advices of leading production authorities with regard to such vital topics as plant maintenance and renovations, sanitation, product formulas, and personnel, among others. The series, which begins on this page, will be continued in the February issue of this magazine.

Although cleaning in the majority of plants is a very expensive as well as time consuming and arduous operation, it can now be done quite economically and relatively quickly and can also be done better than ever before. This is true because of the fact that special, altogether new, cleaning equipment has recently become available and because of some simple and helpful changes in cleaning procedure which have been found to be effective as well as economical.

A better and more economical cleaning operation can be had by any plant operator who is willing to provide certain fundamental facilities, to make a nominal investment in correctly designed cleaning equipment, and to change somewhat his cleaning procedure. For the most part the economies do not depend upon the human equation and so, once the changes and investment have been made, the economies are virtually assured so long as the plant is operated.

Some years ago, I was requested to find a way to improve the quality, efficiency and economy of the cleaning operation. A careful study disclosed that cleaning was done with primitive equipment and with crude methods. Generally, the equipment consisted of a pail, a nondescript brush and a free-running hose. In some cases a rotating brush, for cleaning the inside of sanitary pipe and heater and cooler tubes, was employed. In a great many plants rinse water was obtained by the manual mixing of steam and cold water at hose stations with the result that very generally the water had an unsatisfactory temperature for rinsing. Nevertheless, great progress had been made in the development of cleaning compounds, so that some excellent ones were available. So, to make possible an improve-

seven secrets of better ice cream...

Secret One: Mellower, creamier ice cream requires smoother blending. SPA* gelatin helps create such a mix because it has special affinity for all other ice cream ingredients.

Secret Two: Improper stabilization can cause flavors to "lock" or "freeze in." The uniform stabilizer, SPA, helps retain the true flavors in ice cream, yet releases them instantly when eaten.

Secret Three: A freezer can become clogged or even damaged by too "thick" a mix. SPA gelatin allows the desirable low viscosity mix that flows fast and assures trouble-free freezer operation.

Secret Four: Regulations can upset routine ice cream making. SPA gelatin is a pure food, created especially for ice cream stabilizing, and as such will conform to any regulations.

Secret Five: Ever find your stabilizer in gummy lumps at the bottom of your freezer? SPA won't do that. It dissolves easily, instantly, and pervades the whole mix evenly in seconds.

Secret Six: Grainy or gritty mixes are caused by crystallized sugars or escaped water. SPA retards this tendency, and helps to prevent such "heat shock" damage.

Secret Seven: Perfect stabilizing performance is priceless to any ice cream manufacturer, yet you needn't pay a premium to get it. In fact, SPA costs less to use than ordinary gelatins!

SPA

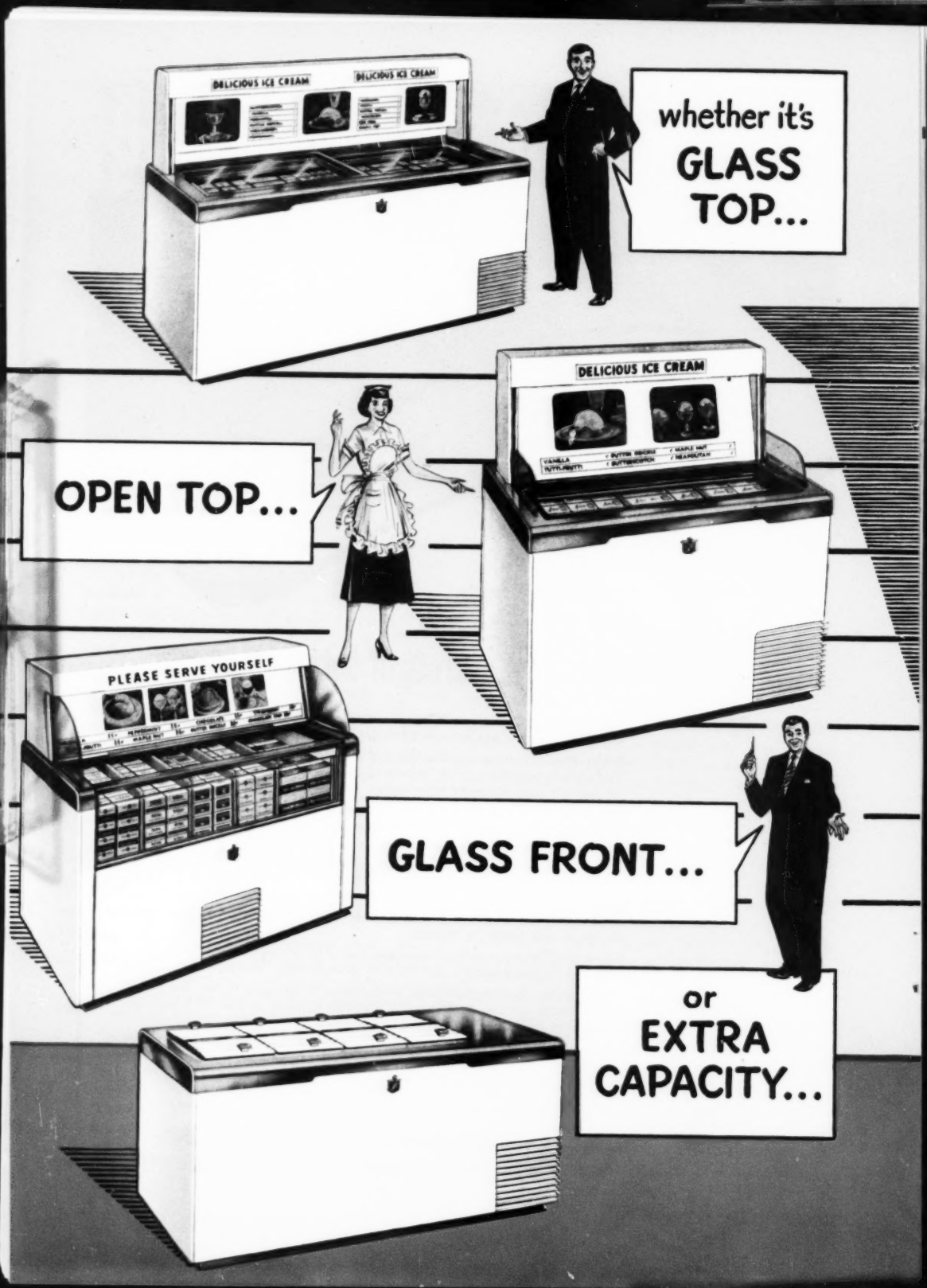
More and more ice cream makers are discovering that SPA gelatin helps create superior ice creams. Would you like to hear more about it? Write today, while you have the address handy, and we'll send you complete details.

B. YOUNG & CO. OF AMERICA, LTD.

274 Madison Avenue, New York 16, N. Y.
Famous as makers of fine English gelatins since 1818.

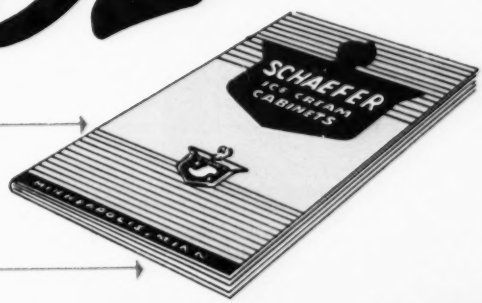
The oldest name in gelatin is Young.

*T.M. Reg. U.S. Pat. Off.


DELICIOUS ICE CREAM
DELICIOUS ICE CREAM
whether it's
GLASS
TOP...
DELICIOUS ICE CREAM
OPEN TOP...
PLEASE SERVE YOURSELF
GLASS FRONT...
or
EXTRA
CAPACITY...

SCHAEFER

again it's Schaefer in '52



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SCHAEFER, INC.
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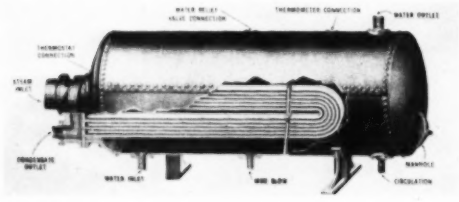
Schaefer Ice Cream Cabinets, Clearview Merchandising-Display Cabinets, Pak-A-Way Home and Farm Freezers

ment in the cleaning operation, it was necessary to develop urgently needed cleaning equipment which would not only insure satisfactory cleaning but also be efficient and economical as well as remove as much as possible of the distaste from this important operation. Since the study was begun over fifty devices needed for cleaning have been designed, developed, tested and put into use.

In order to have a satisfactory cleaning operation certain fundamental facilities are necessary. First of all there must be sufficient boiler capacity. Next, there must be a satisfactory hot water generator of adequate capacity. There should also be a supply of water at the proper temperature and with sufficient pressure and volume at the points where it is needed, and there should be available throughout the plant, where needed, a sufficiency of electrical energy of the proper kind. There are other fundamental facilities needed but since these are primary there is no point in mentioning them here.

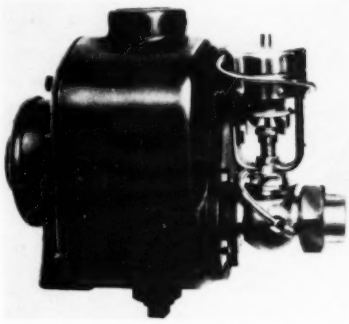
A very important essential for cleaning is a supply of water at the proper temperature for rinsing. If water used for rinsing has too low a temperature the butterfat is congealed and sticks to the equipment in spite of the flow of rinse water. On the other hand, if the temperature of the rinse water is too high, the coaguable portions of the product will be "fried on" and then will require excessive effort to be removed. Experience has shown that rinse water with a temperature of 115 —tempered water—is desirable to avoid the two conditions cited and that it will accomplish satisfactory rinsing. Also, and importantly, rinse water with such a temperature can be tolerated by the hands of virtually all workers.

Tempered water for rinsing cannot satisfactorily be obtained by mixing cold water and steam at water stations. This is an uncertain, hazardous, time-consuming and uneconomical method of obtaining water for this purpose. However, tempered water can be satisfactorily and economically obtained by means of a proper hot water generator and tempering valves. Where such a system is employed water may be delivered by a hot water generator at a temperature higher than 115 F. This heated water can then be automatically mixed in a tempering valve with cold water so that the water leaving the tempering valve and going to the water stations will be at the proper temperature.



HOT WATER GENERATOR

With this system it is possible to obtain water of several different temperatures from the same hot water generator by using more than one tempering valve, each one set as needed. If desired, water at the highest temperature needed for one particular purpose can be "piped" from the line leading from the hot water generator to the tempering valve. The tempered water for rinsing should be piped from the outlet of the tempering valve to all places where it is needed.



TEMPERING VALVE

When tempered water with a controlled temperature is used it is necessary and desirable to run only one water supply line to each water station. In a great many existing plants there are two lines to each water station, one carrying cold water and the other carrying either hot water or steam. When tempered water is used it is necessary to use only one of the two lines: the other can either be removed or lie idle.

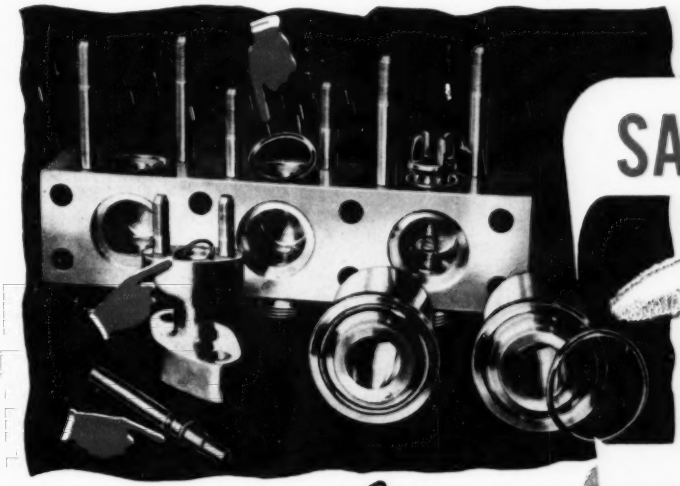
A supply of tempered water with an automatically controlled temperature insures rinse water at the proper temperature, obviates danger of operators being burned, and greatly economizes on the use of fuel.

Controlled Pressure Water Station

A correct water presure has been found to be important to proper rinsing. If the pressure of the rinse water is insufficient it is difficult, if it is possible at all, to obtain satisfactory rinsing. Also, if the pressure of the rinse water is too high there will be splattering and dispersal of soil rather than removal of it. Further, if the pressure of the rinse water is too great there is a waste of water, and, of course, of the fuel needed to heat it.

To have rinse water with the proper pressure it is first of all necessary that the pressure of the water as it enters the plant be sufficiently high. Then, provided the size of the supplying pipes is great enough, the proper presssure for rinsing can be had by using con-

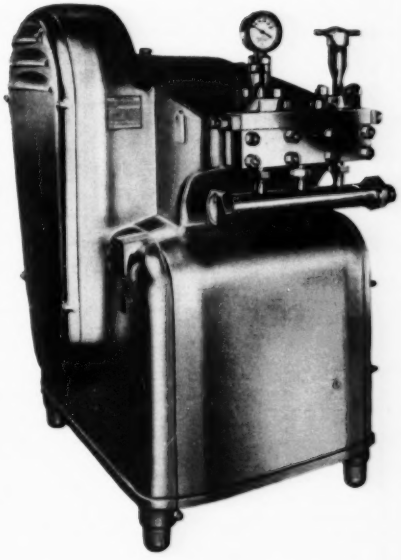
(*Continued on page 34*)



SAVE TIME and MONEY

Sanitary "O"-RING SEALS

CP's new homogenizer head with reusable Sanitary "O"-Ring Seals, provides improved sealing against leakage, permits accurate metal to metal contact of mating surfaces, makes assembly and disassembly easier, shortens cleanup time, and reduces maintenance cost.



Triple Advantages of CP MULTI-FLO HOMOGENIZER

Whether you need a new homogenizer for milk or mix, enjoy these CP Multi-Flo Homogenizer performance and economy advantages:

1. *CP Single Service Homogenizing Valve*, that assures uniform daily results with consistently fine performance.

2. *Lower Pressures Cut Operating Costs*—by operating with full efficiency at low pressures, CP Multi-Flo Homogenizers reduce power required by as much as one third.

3. *Fast Clean-Up Construction*—CP Homogenizer head can be disassembled in 4 to 7 minutes—reassembled just as quickly.

Why not check with your CP Salesman today—deliveries are good on most sizes.

THE *Creamery Package* MFG. COMPANY *General and Export Offices: 1243 W. Washington Blvd., Chicago 7, Illinois*

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Precision And H. P. Hood Plant

HOW does H. P. Hood & Sons get its ice cream house in order?

To learn the answer to that question, ICE CREAM FIELD visited the Boston plant of this leading New England producer of dairy products. There, this magazine's reporter found that the business of preparing for the busy season ahead is conducted with the same precision and thoroughness that characterize the company's manifold production and merchandising activities.

During the interview with Carl Symmes, Assistant Plant Superintendent, emphasis was placed on two important phases of ice cream plant "reconditioning"—labor and equipment.

To begin with, Mr. Symmes outlined the procedures followed by Hood to assure an efficient working force at peak production time. He traced the cycle which begins with the gradual laying off of superfluous personnel, originally hired for the Summer season, and ends with re-hiring for the next year.

About 200 workers are employed by Hood's ice cream production division at the heaviest production period — July. Summer help is dropped beginning in September. From July to February, there is a fifty per cent decrease in plant employees. Then, around March 1, re-hiring is started.

Mr. Symmes noted that effort is made to give preference to those workers whose performance the previous season was of the greatest efficiency. When simple economics dictates their lay-off during the off-season, names and addresses are filed by the Hood management, and at re-hiring time, letters are sent to solicit the employment of these first-rate workers.

How much experience does H. P. Hood demand of the people it is employing for the first time?

The not-too-plentiful labor market precludes the maintenance of

1951 REPAIR SCHEDULE 1952					
November 1951	Oct. 27 thru Nov. 2 Milk Chest - Butter Chest - Fruit Chest Defrosting Complete	3rd through 9th	10th through 16th Can Washer Waukesha Pump Dump Waukesha Pump Cond.	17th through 23rd #1 Pint Freezer #4 Pasteurizer A-B-C-D Flavor Tanks Straight Overhaul of Freezer Operation	24th thru 30th #2 Pint Freezer E-F-G-H-I- Flav. Tanks #3 Pasteurizer
December 1951	1st through 7th #3 Pint Freezer #3 Pasteurizer #1 Jr. Freezer	8th through 14th #1 Hoodsie Freezer #4 Pasteurizer 500CGC Homo.	15th through 21st #2 Hoodsie Freezer #2 Jr. Freezer Waukesha Pump Big Cooler	22nd through 28th #1 Slab Freezer #1-2 Anderson Fillers Anderson Pint Machine	
January 1952	Dec 29th thru 4th #2 Slab Freezer #1 through 13th Holding Tanks	5th through 11th Defrost #1 Storage #3 Slab Freezer Big Cooler	12th through 18th #6 Bulk Freezer Pint Tunnel Apron and Conveyors Defrost #2 Storage	19th through 25th Defrost #3 Storage Annex #1 Bulk Freezer	26th through Feb
February 1952	2nd through 8th 1000 CGC Homo #1-2-3 Hoodsie Machines #5 Bulk Freezer	9th through 15th #2 Bulk Freezer Hoodsie Conveyors and Tunnel Back Packing Belts	16th through 22nd #3 Bulk Freezer Mojonnier Cutter (Ind.)	23rd through 29th #4 Bulk Freezer Mojonnier Cutter (Roll) Bulk Fruit Feeders	
March 1952	1st thru 7th Iceberg Operation Mojonnier Cutter (Cut Brick)	8th through 14th Iceberg Operation Polar Wrap Machine	15th through 21st Fruit Feeder 2nd Floor Conveyors Back Platform	22nd through 28th Batch Freezers Novelty Conveyors Through Case Chest	29th thru 4th Ap

Repair Schedule

Science Mark Housekeeping

its regular requirements for new employees. But the Hood organization has effected certain policies which aid in maintaining operation efficiency.

For example, unskilled workers customarily are assigned to hardening room duties, or similar easy-to-grasp positions. But in line with Hood's policy of "promoting from within," the experienced hardening room worker is eligible to become a freezer operator when the opportunity arises.

Often, during the Summer, hardening room employees assume freezer duties. Then, at lay-off time, these workers return to the hardening room until such time as they achieve permanent promotion to the more responsible and intricate phase of the business.

In the quest for well-trained personnel, the Hood organization sponsors numerous projects. Courses are given in various phases of the ice cream business. Also, employees are introduced to the principles of work simplification, and they are advised to "work smarter, not harder."

It is worthy to note, at this point, that the Hood organization is work simplification-minded. A full-time department is maintained to study all operations and to seek avenues of improving speed and efficiency. A comprehensive article on the Hood work simplification program was published in the March, 1951 issue of Ice Cream Field.

Constant tab is kept on the capabilities of each employee. All Hood foremen keep an operating chart for each worker. The chart indicates what job or jobs each man is qualified to do. Such charts are kept even for clean-up crews. Training time tables have as their objective the elimination or minimizing of training during the busy season. These tables outline which employees are to be trained for specific duties at specific times.

Another example of Hood thoroughness: above and beyond ordinary indoctrination, to which all new employees are subject, a clear explanation is given to each new employee as to what job or jobs he will have to do, what the production rates are on that job, and what will be expected of him.

Overhauling Equipment

On the equipment side of the "get your house in order" picture, the process begins with the establishment of an overhaul schedule by the chief engineer. This schedule indicates when each section of the plant is to be covered. A typical repair schedule is reproduced on Page 26.

The major overhauling work customarily begins around November 1. At this time, defrosting of all cold rooms is undertaken. This operation is scheduled to be completed by November 10, when can washers and pump dumps are attended to. Later in the month, the project takes in pint freezers, pasteurizers, flavoring tanks, and the complete stick confection operation.

(*Continued on page 70*)

1. Reason for study.

2. Proposed equipment to be used on _____operation.

3. Description of new equipment needed.

4. Cost of proposed equipment.

5. Equipment eliminated by using proposed method.

6. Estimated savings for one year using proposed new equipment.

	Present Oper.	Proposed Oper.	$ Savings	Lifted Lbs.	Transportation
One year production					
Ave. prod. per hour					
Production hrs.-1 yr.					
Number of employees					
number employee hours					
Rate per hour					
Labor cost					
Power cost					
Maintenance cost					
Product cost					
Waste time caused by faulty equipment					
Waste product					
Waste material					

Justification Sheet

BY WILLIAM MIDDLETON
Hydrox Corporation
Chicago, Illinois

How We Clean House

OUR approach to the problem of getting our house in order usually starts in August or September. At that time we make a complete survey of the condition of our equipment, the necessity for purchasing new equipment and major repairs.

The first step, after this has been done is to submit a budget showing the approximate cost of new equipment and major repairs. After this budget has been approved by the management, we immediately begin placing orders for any items necessary to complete this work. It is, of course, necessary to include in the budget an estimate of installation and freight costs.

Considerable attention must be given to the purchase of new equipment, especially that to be used in the manufacturing of various types of novelties. Some of this equipment becomes obsolete rapidly and it is necessary to have some definite knowledge as to public acceptance of these various items and whether they are going to be permanent or become obsolete within a year or two. In this connection it is necessary to work closely with the Sales Department to get its viewpoint.

After these decisions are made, we submit to the Maintenance Department a list of all these jobs that are to be done. We list the various jobs in the order of their importance. In other words, first things should come first. It is also necessary to work closely with the Engineering Department in all major repairs relative to water, power and refrigeration, separating the responsibility of that department from those directly applicable to production.

We usually employ full time trained maintenance men in the Production Department. In addition we have the services of an electrician and steamfitter from the Engineering Department. We are very fortunate that Sales, Production and Engineering have a harmonious relationship in our plant. This minimizes the headaches found often in some organizations.

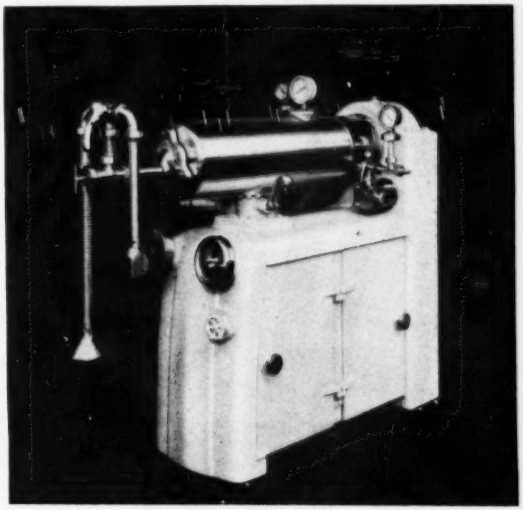
Our major painting jobs are usually done by contract and are done every year usually in March or April. In addition to this, we maintain a full time painter who constantly keeps all painted surfaces in good condition the year round.

In order to maintain clean and orderly production, we maintain a porter in all operating rooms. His duties are to provide supplies for all operations and keep them perfectly clean during the course of such operations. We maintain a crew of cleanup people who

(*Continued on page 49*)

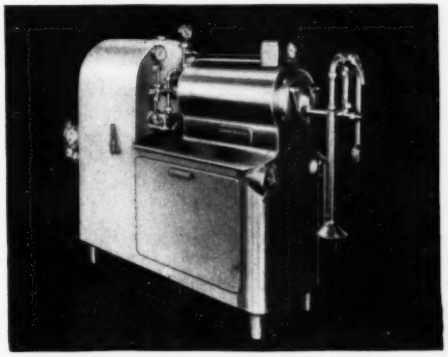
topic of the month

Next season's production



"Commander" Vogt Freezers set the standards by which all other ice cream is judged. Capacities from 40 to 300 g.p.h.

. . . should be planned Now!



Vogt Star Freezers—time-saving, space-saving, flexible machines for producing incomparable ice cream. Capacities from 36 to 400 g.p.h. A few Star models are still available with stainless steel finish.

Plan now to get the Vogt Continuous Freezers you'll need for next season's increased ice cream production and profits.

Plan now to go into next season with these Vogt advantages: ample production without overtime . . . consistent, low-cost production of better, richer tasting ice cream that holds customer loyalty . . . close control of over-run . . . fast flavor changeover . . . flexibility of use for bulk, packa.. ..ovelty ice cream and sherbets.

In buying your new Vogts now, installation can be made without interrupting your busy season . . . operators can get thoroughly acquainted with the new equipment in time to maintain heavy production schedules. Ask your Cherry-Burrell representative for a complete outline of the cost and quality benefits you'll get when you turn to Vogt frozen ice cream.

See your Cherry-Burrell representative or send the coupon today.

ENGINEERED PRODUCTION · THROUGH VISUAL PLANNING · WORK SIMPLIFICATION · GREATER OUTPUT PER MAN-HOUR

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Chicago 6, Illinois

☐ Send bulletin on Vogts of..... capacity.
☐ Have representative call.

Name .....

Firm Name .....

Address .....

City..... Zone..... State.....

CHERRY-BURRELL CORPORATION
General Sales and Executive Office:
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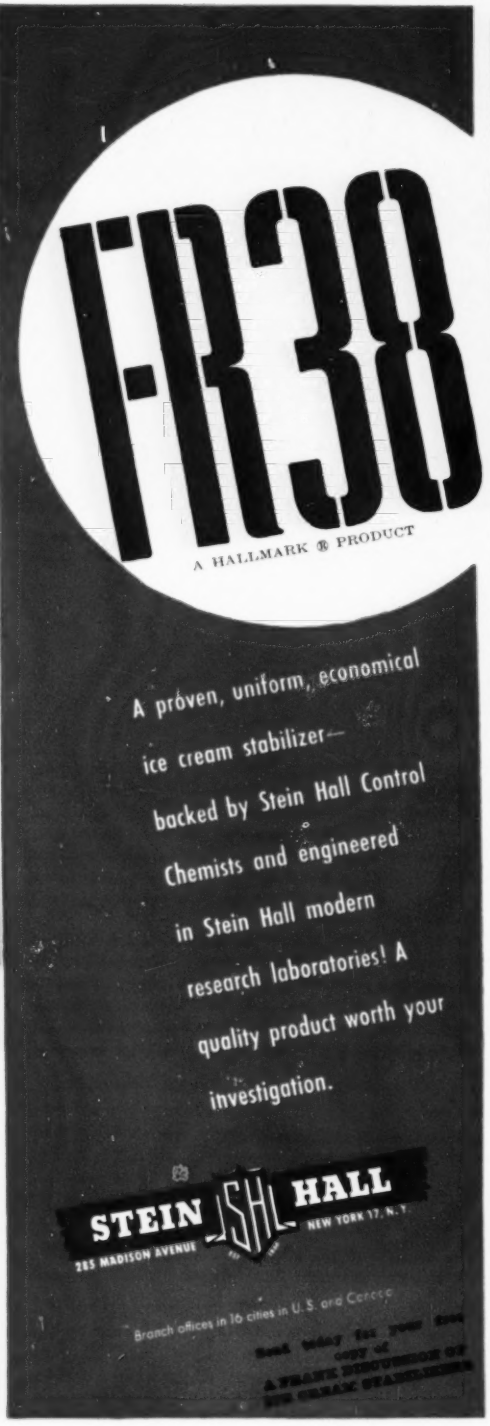
Milk and Food Plant Equipment and Supplies
FACTORIES, WAREHOUSES, BRANCHES, OFFICES OR DISTRIBUTORS AT YOUR SERVICE IN 56 CITIES

trendmaker in a great industry



Central Dairy Methods Listed

ONE of the most important phases of the business of getting ice cream plants in order for the coming busy season is the purchasing of equipment and supplies. H. W. Schuelke, Treasurer of the Central Dairy Products Company of Oklahoma City (Oklahoma), and a specialist in this field, was invited by Ice Cream Field to describe his firm's methods in controlling selling and delivery expenses.

Mr. Schuelke said that "we usually purchase about six months' supply of ice cream cabinets at a time and, if possible, we purchase a carload so that we obtain the most economical price. A majority of these cabinets are purchased during March and April of each year."

The servicing of Central Dairy's ice cream cabinets is performed by local refrigeration engineering experts in the towns where the cabinets are located, Mr. Schuelke noted. "We do not employ a company engineer for this purpose as we find that it is impossible for him to be available at the time he may be needed. The charges made by local engineers are reasonable and far less expensive than if we maintained a man on the payroll and paid his expenses."

Appropriations for the purchase of delivery equipment, including refrigerated trucks, are approved at Central Dairy during the month of December each year. "We determine the number of replacements that may be necessary and appropriate new units for additional territory which we expect to serve during the coming year. All of these units are usually purchased during the months of January and February so that they may be placed in operation when needed during the Spring months."

The maintenance of the firm's delivery equipment is handled usually in the local garage in each city in which Central Dairy operates. "We find that unless we have at least 100 pieces of automotive equipment in one location, it is not practical to operate a company-owned garage," Mr. Schuelke commented.

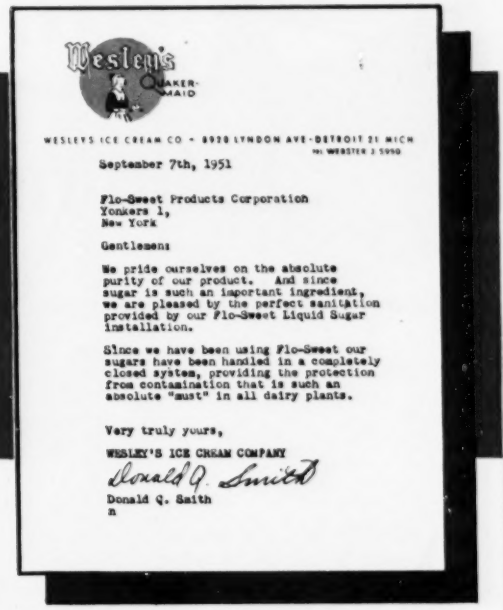
A budget for advertising supplies is prepared customarily during the months of October and November. "We determine the total amount of advertising expense of every nature for the coming twelve months and decide which month the advertising is to be placed. Then we purchase the advertising material about ninety days prior to this time. We compare the advertising expenditures with the budget each month and carry forward any adjustment that may be necessary. Every attempt is made to keep the advertising expenses within the amount allowed in the annual budget," Mr. Schuelke concluded.

HERE'S WHAT WESLEY'S SAYS ABOUT LIQUID SUGAR

"PERFECT SANITATION"

... that's what you get with

FLO-SWEET®



Wesley's Quaker Maid

WESLEY'S ICE CREAM CO • 8928 LYNDON AVE • DETROIT 21 MICH
TEL WEBSTER 3 5950

September 7th, 1951

Flo-Sweet Products Corporation
Yonkers 1,
New York

Gentlemen:

We pride ourselves on the absolute purity of our product. And since sugar is such an important ingredient, we are pleased by the perfect sanitation provided by our Flo-Sweet Liquid Sugar installation.

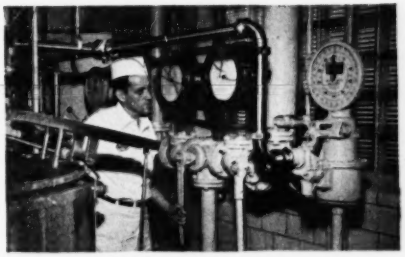
Since we have been using Flo-Sweet our sugars have been handled in a completely closed system, providing the protection from contamination that is such an absolute "must" in all dairy plants.

Very truly yours,

WESLEY'S ICE CREAM COMPANY

Donald Q. Smith

Donald Q. Smith
n



Part of the Flo-Sweet Liquid Sugar System in Wesley's plant.

Here's why the Flo-Sweet Liquid Sugar System makes maintenance of sanitary control easier and cheaper:

1. Not a finger touches Flo-Sweet! No bags in costly storage space, inviting dirt and animal impurities!
2. No handling . . . no shaking out over the mix . . . just crystal-clear Flo-Sweet moving from storage tanks, through sealed pipes . . . directly into the mix.
3. Measuring and metering are simplified to the twist of a valve.

Nothing could be cleaner, purer, easier to use than Flo-Sweet Liquid Sugar. Why not take advantage of the time-saving, cost-saving Flo-Sweet System now?

FLO-SWEET = SANITATION because

1. **A pioneer in liquid sugar, Flo-Sweet's facilities are unsurpassed in the production of hygienically clean liquid sugar.**
2. **Every available modern method is utilized to keep Flo-Sweet clean and pure . . . in production, delivery, and use.**
3. **Even Flo-Sweet's delivery men are especially schooled in loading and discharging liquid sugars cleanly and efficiently.**
4. **Flo-Sweet's ultra-modern facilities are always open for your own inspection.**

flo-sweet

Manufactured only by

REFINED SYRUPS & SUGARS, INC.

Yonkers 1, New York

PIONEERS IN LIQUID SUGAR FOR SAVINGS, SANITATION AND SERVICE

FOOTE & JENKS
JACKSON, MICHIGAN

Coliform Control

BY W. J. DIXON
Klenzade Products, Inc.
Beloit, Wisconsin

APPARENTLY, coliforms, like the Poor, will always be with us. A review of technical and trade literature reveals that since the days of concern over the presence of coliforms in water supplies some forty years ago, sanitarians have faced the problem of controlling coliform organisms in our food supplies. In recent years there has been much discussion on the significance of these organisms present in foods, and regulatory agencies have debated the importance of establishing tolerance limits for control purposes.

Coliforms, although not pathogenic in themselves, are closely related bacteriologically with organisms capable of producing disease and may be found in the human colon which is also the habitat of such organisms as typhoid and dysentery. Hence, it is sometimes argued that their presence in foods is evidence sufficient to condemn that food. Some species of coliforms, however, are found in soils, on dust exposed feeds and grains or on raw foods not otherwise exposed to fecal contamination. Furthermore, in processing dairy products, some strains may survive pasteurization temperatures which normally would destroy pathogenes. Now it is generally considered that the presence or absence of coliforms is not necessarily a true index of the safety of the finished food product. Rather, if coliforms are present, the source and significance should be determined and steps taken for their elimination.

It may be argued, without contradiction, that since coliforms are not a normal or natural element of food, every effort must be made to keep them out of foods. This is the premise for this discussion on the control of coliforms in ice cream and frozen dairy products. The nature of these products and the particular methods of processing and handling make it necessary to employ extraordinary care in contrast to other food manufacturing.

First of all, equipment should be of a design and construction to provide adequate temperature control for both heat application and cooling, ease of cleaning and maintenance, and sufficient protection against incidental contamination. Since raw milk is not always free of coliforms, it is essential that the pasteurization process be complete. Moreover, trouble from post-pasteurization contamination can be minimized by rapid cooling and maintenance of the product at a low temperature. Such other factors as condensate drip deflectors, tight lids and covers, properly maintained packing glands, leak detector valves and sanitary gaskets are very important.

Condensate drippings from ceilings and overhead pipes in poorly ventilated processing rooms may increase the opportunity for contamination. Dripping from pipes, vat handles and unsanitized vat covers and splash from unsanitized cooler covers have been detected as sources of trouble. Poorly fitting lids and covers permit air contamination. Leaking plate gadgets and leaky valves may allow coliform organisms to enter the processed product from the raw milk side.

Since ice cream, in contrast to products in fluid milk plant operations, does not always flow continuously through a completely closed system, the hazards of

(*Continued on page* 58)

topic of the month

Lasso Howdy Doody to sell YOUR ICE CREAM

ours! That's right, this nationally-known TV star is ready and anxious to direct namic personality toward SELLING YOUR ICE CREAM! Howdy Doody is a hat needs no introduction. He's been wowing and winning audiences for Now, at your request, he'll bring his gigantic ready-made market to buy e cream.

SEEN BY MILLIONS ON COAST-TO-COAST NBC TELEVISION

From Maine to California, week after week, millions of eager televiewers watch and thrill to the amusing adventures of this fabulous puppet and his lovable friends. An outstanding NBC favorite for several years, Howdy's popularity continues to grow . . . and grow . . . and grow.

HEARD BY MILLIONS ON RECORDINGS

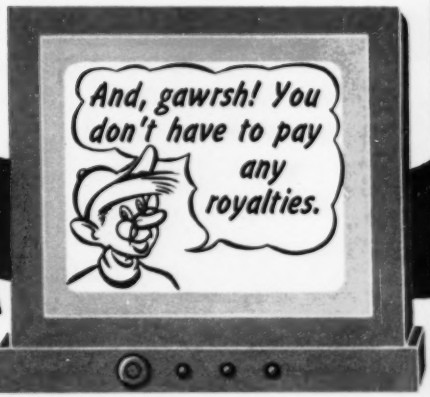
So loyal are Howdy's followers that they have bought his RCA Victor recordings in order to listen to him any day of the week, any time. He's captivated the hearts of children and parents alike! Yes, he'll capture your ice cream market, too.

READ BY MILLIONS IN COMICS

Syndicated newspaper comic strips illustrate his intriguing antics. Millions of readers "live" with him through comic books, Golden Books, stories, games, etc. He's everywhere . . . in everything. LIFE Magazine rightly calls him an "American Institution".

This super salesman in promoting the products mentioned below, will be helping sell your ice cream:

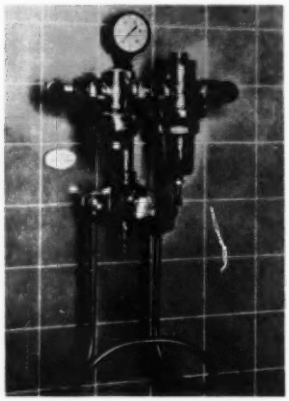
- ★ Kellogg's Cereals
- ★ Mars Candy
- ★ Welch Grape Products
- ★ Ovaltine
- ★ Burry's Biscuits



Efficient Cleaning

from page 24

trolled pressure water stations throughout the plant. The controlled pressure water station automatically reduces the pressure of the water to the proper point for rinsing. It includes a pressure regulating assembly, made to special specifications, so that this is possible. Where such a water station is used, pressure of the water can be adjusted at the water station and this is desirable because different pressures are needed for different rinsing jobs.



CONTROLLED PRESSURE WATER STATION

The controlled pressure water station is obtainable either in the simple open type form or the cabinet type form and with either one or two outlets, as well as with a single hose rack or with two hose brackets. Either type will satisfactorily control the pressure of the rinse water and while both are attractive in appearance the more expensive cabinet type is of course better appearing and more sanitary.

If desired, a pressure regulating assembly can be installed in the tempered water line. While this assembly will satisfactorily control the pressure of the rinse water, it is not as attractive in appearance or as desirable as the water stations described.

Special Lightweight Hose

The hose which has been most widely used in ice cream and milk plants for many years is commonly designated as a creamery hose. It has a ¾ inch inside diameter and is very sturdily constructed to withstand the severe abuse to which it has been, and still often is, so frequently subjected. As a result it is heavy, relatively stiff and difficult to handle because it has to be constructed to withstand steam and exceedingly hot water and at the same time have satisfactory lasting qualities. Hence, it is expensive. Nevertheless, in those plants where rinse water is obtained by mixing steam and cold water at the water stations, this sort of hose should be used, although in many cases it may have a ½ inch inside diameter instead of the usual ¾ inch.

Where water stations are supplied with tempered water the conventional creamery hose is unnecessary. Experience over a number of years has shown that hose with a ½ inch inside diameter is amply large for all but a very few purposes and that a ½ inch special lightweight hose supplies a sufficiency of rinse water in most cases and in addition is desirable because of its longevity, its lightness, flexibility and the ease with which it can be managed with one hand. It is particularly adaptable for rinsing in close quarters such as the inside of vats and truck tanks. The lightweight hose is designed for use with cold, warm and hot water but not with steam. The lightweight hose is of a special construction, unlike that of creamery hose, and made of materials to definite specifications. As a result, it has proven to be especially long-lived and will greatly outlast the conventional creamery hose when the latter is used in the normal manner.

Where a lightweight hose is used it is desirable that one end of it be equipped with a special brass coupling for connecting it to the water station or to the hose station. This coupling has a longer shank and a wider throat than the standard coupling, the wider throat assuring a full flow of water into the lightweight hose.

Where a shut-off valve is used with the lightweight hose, a whip-end, which is a short length of hose having a somewhat thicker wall than the lightweight hose and equipped with special couplings, should be installed between the shut-off valve and the lightweight hose. The whip-end will not kink or crack as the lightweight hose may do just back of the shut-off valve if it is connected directly to the latter. The couplings, with which the whip-end is equipped, properly connect it to the shut-off valve and to the lightweight hose.

Until very recently virtually all hoses used in ice cream and milk plants were free-running and as a result huge quantities of water and very substantial quantities of fuel needed to heat it were wasted. This waste of heated water was more expensive than was generally realized. Moreover, floors were frequently flooded and streams of water shot in all directions. Some means of controlling the flow of water and delivering the proper rinsing stream was urgently needed, not only to eliminate the waste of heated water but also to insure satisfactory rinsing.

For a number of years the shut-off valve has been available and preferably, the lightweight hose is used with it. The shut-off valve gives the workman control of the flow of water at all times and delivers a stream of the proper type for rinsing. The shut-off valve

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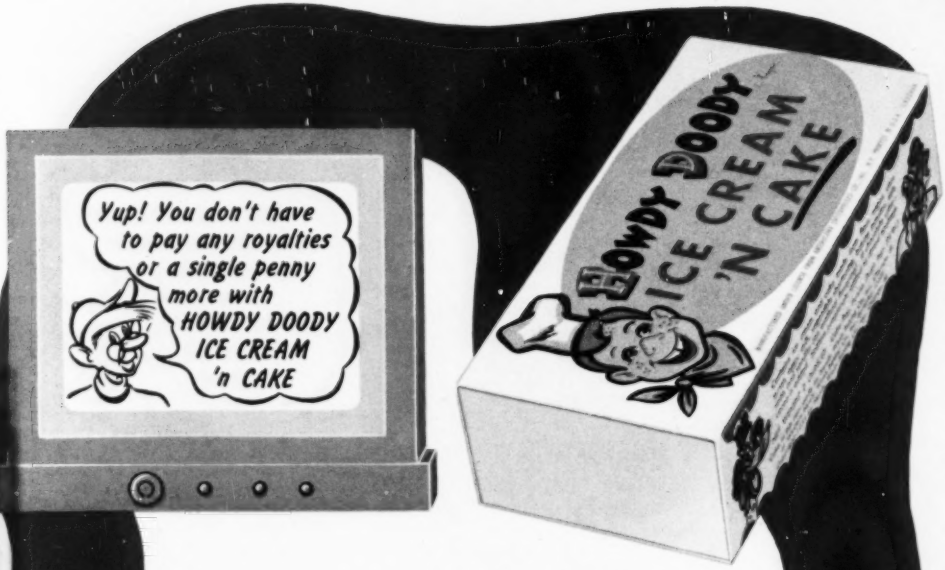

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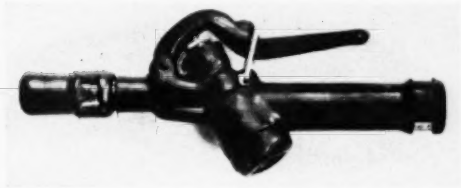
makes possible the elimination of all unnecessary flow of water from the hose. It is coated with a special type of Neoprene strongly bonded to the metal by a special process which protects it from damage to itself and protects processing equipment from being damaged by it. The shut-off valve closes automatically when the handle is released but can quickly and easily be locked in the open position when it is desired to fill a container or vat or when it is being used continuously.

The shut-off valve is equipped with the proper nozzle for the rinsing job to be done. It is available with a blade nozzle for close-up rinsing or with a round nozzle assembly for distant rinsing. Both nozzles deliver streams which "knife-off" the soil and which accomplish satisfactory, rapid and efficient rinsing. The usual round stream of high velocity and the spray stream were found to be unsatisfactory for rinsing although the latter, if of the proper type, is excellent for wetting.



SHUT-OFF VALVE WITH ROUND NOZZLE ASSEMBLY

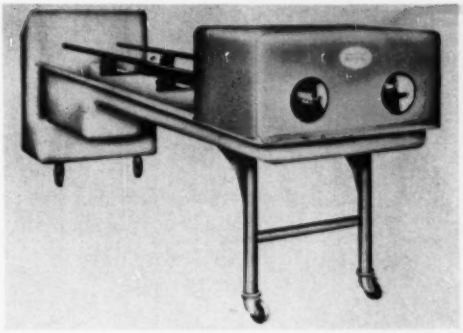
The shut-off valve should never be attached to a hose which steam can enter because of the hazard that results from "bottling up" steam in a hose. It should be used only on hoses supplied with water either cold, warm or hot.

In many country plants, and in some city plants, plant waste is a problem and in such plants the shut-off valve and lightweight hose are particularly valuable.

Sanitary Pipe Cleaner

It is very important that sanitary pipe be satisfactorily cleaned because of the fact that in many cases the product passes through it and often in the finished state on the way to the final package. Nevertheless much of it has been and still is cleaned and rinsed by crude methods with primitive equipment which require extreme conscientiousness, a great deal of labor and much time.

In order to make possible the satisfactory cleaning and rinsing of sanitary pipe the sanitary pipe cleaner was developed. This unit is so designed and so constructed that in one operation it scrubs both the inside and outside of sanitary pipe in a bath of cleaning solution and in a second operation rinses both the inside and outside of sanitary pipe. The scrubbing is done by a special brush which revolves against the inside of the sanitary pipe and three rotating brushes which scrub the outside of the pipe.



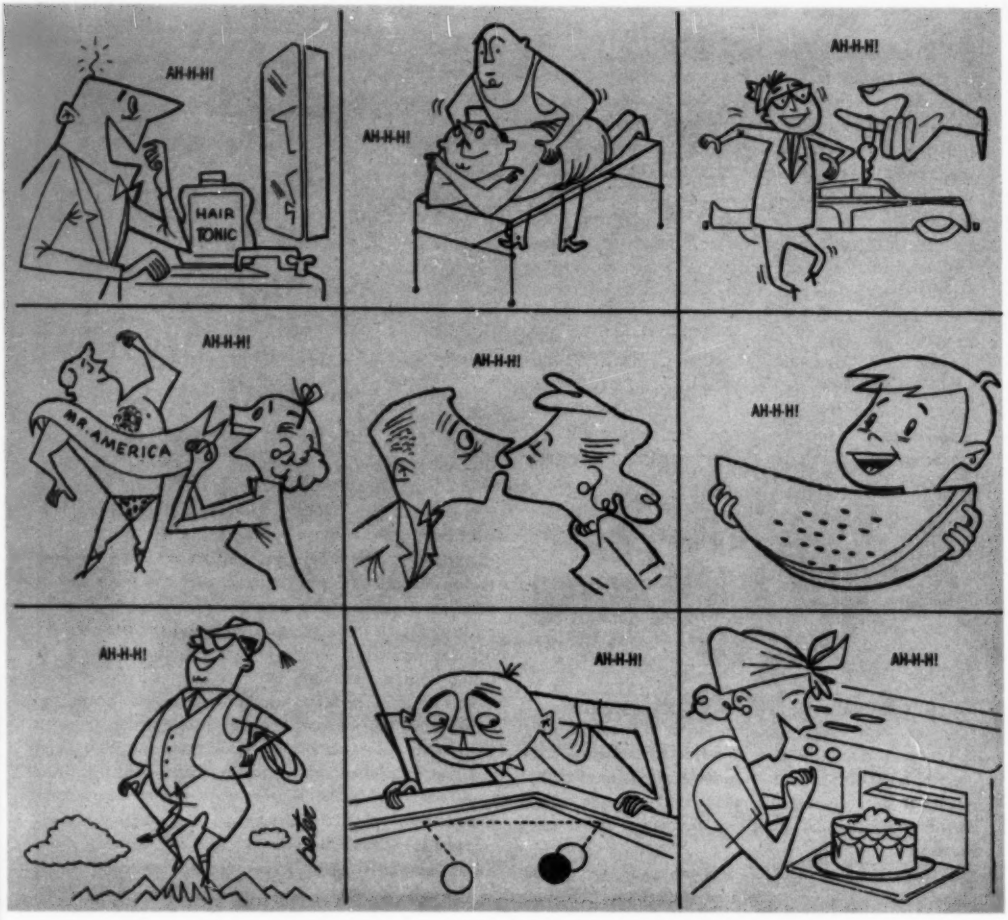
SANITARY PIPE CLEANER

The sanitary pipe cleaner is comprised of two parts, one along side of and joined to the other. One part, which has a long trough, at the back end of which there is an open cleaning solution tank, has a set of brushes for scrubbing mounted above the front end of the trough. The other part consists of a long trough with a bottom outlet in the rear, over the front end of which are mounted the rinse nozzles. Attached to the back of the cleaning solution tank and the rinse trough is a cabinet which houses a pump, motor, cleaning solution lines, a water line, etc.

In this unit the scum which accumulates on the top of the cleaning solution and the sludge which accumulates at its bottom are not disturbed so that only clean solution is used at the brushes. Also, in this unit the rinse water is used only once to avoid contaminating the sanitary pipe. The rinsing part of the unit is equipped with an automatic assembly so that rinse water flows only when the sanitary pipe is being rinsed.

The sanitary pipe cleaner thoroughly cleans sanitary pipe with a minimum of labor, time, cleaning solution and rinse water and practically obviates damaging the sanitary pipe and the attached sanitary fittings. The sanitary pipe cleaner is a heavy duty unit. It will efficiently and economically clean a large quantity of sanitary pipe and should last for a long time under very heavy use.

In some plants the quantity of sanitary pipe to be cleaned does not, perhaps, justify a sanitary pipe cleaner and in such plants it is advantageous to use the sanitary pipe "Cleanerette" or little sanitary pipe cleaner. The "Cleanerette" is a refinement of the original model from which was also developed the sanitary pipe cleaner. Sanitary pipe cannot be completely cleaned as rapidly with the "Cleanerette" as it can be with the sanitary pipe cleaner and a certain amount of manual cleaning of the outside of some of the sanitary pipe may be necessary. The "Cleanerette" is equipped with stationary outside brushes instead of rotating outside brushes and with either a manual rinse water control or an automatic rinse water control. The



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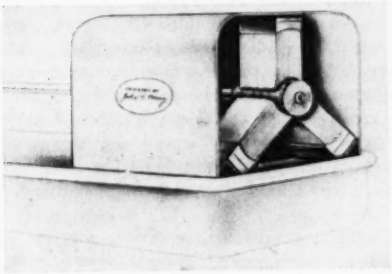
automatic rinse water control is preferable and, while it is more expensive than the manual one, it pays for itself through its saving of tempered water.

Outside Brush Assembly

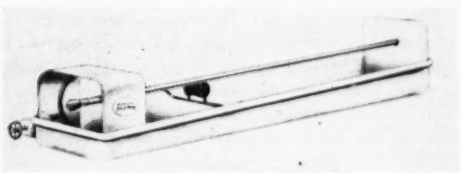
Where a conventional sanitary pipe washer is used the outside of all sanitary pipe must be manually cleaned. This is a time consuming task which sometimes is not properly done. It is possible to equip such a washer with the special outside brush assembly provided it has a solution fed brush. This assembly will minimize the amount of hand scrubbing of the outside of the sanitary pipe and give greater assurance that the outside of the sanitary pipe will be cleaned than can be had without it.



RINSING ASSEMBLY

The outside brush assembly comprises a hood with stationary solution fed brushes which is designed to be attached to the working end of a sanitary pipe washer. The stationary outside brushes will not, of course, remove as thoroughly adhering soil as will the rotating brushes of the sanitary pipe cleaner. Where this assembly is used it will minimize the amount of "soaking" of sanitary pipe in the wash vat which is not only time consuming but damaging to the sanitary pipe.

It is, of course, recognized that the proper rinsing of sanitary pipe is very important particularly from a bacteriological standpoint. The conventional rinse vat with which some sanitary pipe washers are equipped does not permit satisfactory rinsing, so the special rinsing assembly has been developed which can be attached to the conventional sanitary pipe washer. To properly use this rinsing assembly a supply of tempered water is necessary. The rinsing assembly is essentially like the rinsing assembly of the sanitary pipe "Cleanerette" and satisfactorily rinses both the inside and outside of sanitary pipe. In addition to insuring proper rinsing it also speeds up rinsing and minimizes the wear and tear on sanitary pipe which results from rinsing it en-masse in a long vat.



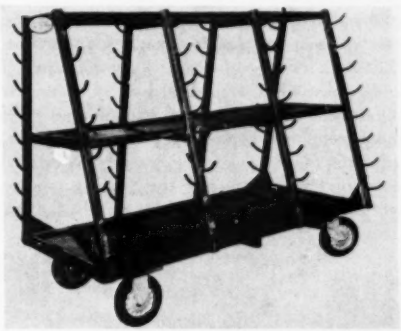
OUTSIDE BRUSH ASSEMBLY

Sanitary Pipe Truck

The most efficient way to use the sanitary pipe cleaner, and sanitary pipe "Cleanerette," is to bring the sanitary pipe to it on a special transportation vehicle. The vehicle is then stationed in a convenient position and each length of sanitary pipe is removed from it, run through the brush assembly, next run through the rinsing assembly and then replaced upon the vehicle. It seems obvious that a proper vehicle for the transporting of sanitary pipe about the plant and for racking it will save much time and eliminate a great deal of fatigue.

The sanitary pipe truck not only makes possible efficient transportation of sanitary pipe but also protects it from being scratched and marred and protects the processing equipment from damage as well as speeds the cleaning of the sanitary pipe.

The sanitary pipe truck, from the end, looks like an inverted letter "A" with the top cut off and from the side like a rectangle divided vertically by four upright members. The upright members have attached to them hooks so arranged that sanitary pipe can be laid upon them singly. The whole unit is mounted upon casters



SANITARY PIPE TRUCK

located in from the ends and the sides to protect them from damage. The casters are large and free-running so that the unit can be easily moved. The unit may be equipped with one, two, or three corrugated shelves for carrying short lengths of sanitary fittings. The shelves are corrugated to permit satisfactory drainage. The frame, hooks and shelves are all coated with Neoprene. This coating protects both the sanitary pipe

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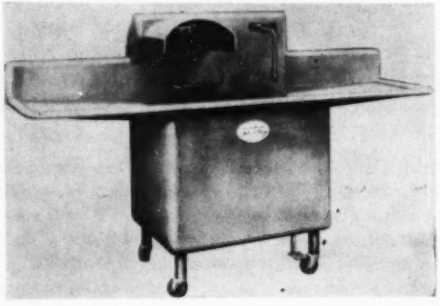
and sanitary fittings and the processing equipment from damage.

In ice cream plants of moderate or large capacity there are many sanitary fittings and a considerable number of other small parts and the manual scrubbing and rinsing of them requires much time and painstaking thoroughness if they are to be satisfactorily cleaned.

To make possible the satisfactory cleaning and rinsing of these sanitary fittings and small parts efficiently, quickly and economically the sanitary fittings cleaner was designed. When this device is used they can be quickly scrubbed, both inside and outside at the same time and just as quickly rinsed, both inside and outside, with a spray of water having a very large rinsing capacity. Moreover, when the sanitary fittings cleaner is used it is not necessary to "dunk" the parts in the scrubbing solution or in rinse water so that they are protected from undesirable scratching and marring.

The sanitary fittings cleaner looks something like a double sink with a drain board on each end. In one compartment is the cleaning solution and the other compartment, over which the rinsing is done, has an open drain, the rinse water being used only once. Above the compartment containing the cleaning solution and extending toward the front from the back panel are two special rotating brushes onto which cleaning solution drops from a perforated pipe above along the line where the bristles mesh. The cleaning solution is maintained at the proper temperature by means of a thermostatic control. A pump located in a cabinet in the back, picks up the cleaning solution above the sludge line and below the scum line so that only clean solution is fed onto the brushes. The rinse nozzle is supplied with tempered water having a temperature of 115° F.



SANITARY FITTINGS CLEANER

When the sanitary fittings cleaner is properly used the parts to be cleaned are brought up to it, preferably upon a sanitary fittings buggy, and placed upon the drain board at the left. From here, one by one, they are removed and scrubbed over the cleaning solution compartment. After they have been scrubbed they are held over the rinse compartment and under the spray nozzle and rinsed. After they have been rinsed they are deposited on the drain board at the right from whence they are removed and either stored or assembled.

The sanitary fittings cleaner not only satisfactorily and efficiently cleans sanitary fittings and small parts but it also does it much more quickly than is possible by manual methods.

Combination Parts Cleaner

With the combination parts cleaner it is possible to clean not only sanitary fittings and small parts but also separator and clarifier discs. However, one kind of special brush is used for scrubbing sanitary fittings and small parts and another kind for scrubbing separator and clarifier discs. The brushes are quickly interchangeable.

The combination parts cleaner has the same chassis as the sanitary fittings cleaner but the design of its functional parts is somewhat different in order to make it possible to clean the separator and clarifier discs. The combination parts cleaner was developed because a set of clarifier or separator discs can be cleaned so quickly with it that if it is used only for this purpose it would stand idle most of the time. Because of its

dual qualities it can be profitably used throughout the cleaning period.

Sanitary fittings and small parts are cleaned on the combination parts cleaner in the same manner as they are on the sanitary fittings cleaner except that they are moved from right to left.

When separator or clarifier discs are cleaned, a stack of them is placed with the large ends up on the drain board on the right. The operator removes one disc from the stack with his right hand and places it between the two brushes and over the left and smaller brush, with the large end toward the back of the unit. Then, after he has allowed the disc to revolve for one or more revolutions, he removes it with his left hand, holds it in the rinsing compartment with the small end down, where it is thoroughly rinsed both inside and outside by the rinse nozzles and then places it upon the drain board on the left with the large end down. The brushes are set just close enough together so that the disc revolves at about one-sixth the speed of the brushes. Hence, each time the disc makes one revolution it has been scrubbed six times. In using this unit it is advisable to bring the discs up to the combination parts cleaner with a sanitary fittings buggy and also to take them away from it with a "buggy."

As in the case of the sanitary fittings cleaner, the cleaning solution in this unit is thermostatically maintained at the correct temperature and tempered water is used for rinsing.

The two special separator (and clarifier) brushes were designed for the combination parts cleaner. These brushes have nylon bristles of a special length and diameter which are particularly spaced for the job they have to do. Each brush has a set of "end bristles" so set that they will properly scrub the flanges on the ends of the discs. These brushes are refillable, have a very long life and are economical to use.

To make possible the efficient and economical transporting of sanitary fittings, small parts, separator and clarifier discs and other objects, and to make possible efficiency in cleaning them, the sanitary fittings buggy was designed.

SANITARY FITTINGS BUGGY

The sanitary fittings buggy is rectangular in shape both on the ends, the sides and the top. It comprises a frame of square metal stock with rounded corners and two removable corrugated shelves. The shelves are corrugated to permit proper drainage. The entire frame and the shelves of the unit are coated with Neoprene to protect the parts transported as well as the processing equipment from damage.

Special trays with corrugated bottoms for drainage, and completely coated with Neoprene, can be had. Two of these trays can be placed upon each shelf.

The sanitary fittings buggy, like the sanitary pipe truck, saves many steps and makes possible efficient transportation of all sorts of sanitary fittings and small and even sizeable parts.

Cleaning Solution Tanks

The common practice when scrubbing processing equipment, and also other equipment and surfaces, of utilizing a pail containing cleaning solution and a nondescript brush was found to be undesirable for a num-

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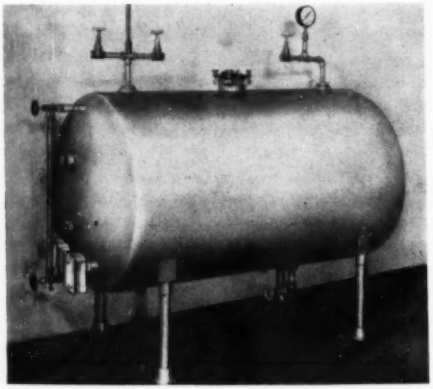
ber of reasons. Where the cleaning solution is made up in a pail, there is generally no satisfactory control of the strength of the cleaning solution, the cleaning solution soon becomes cold and then not as effective as it should be, considerable cleaning solution is wasted, there is much waste motion and the pail is cumbersome, gets in the way and presents a hazard. Hence, the cleaning solution tank, cleaning solution hose, small shut-off valve and solution fed brushes were developed.

The cleaning solution tank is either stationary or portable depending upon plant conditions and the desire of the operator. While the stationary cleaning solution tank is preferable, nevertheless good results have been obtained with the portable cleaning solution tank.

Where the stationary cleaning solution tank is utilized it is preferable to locate it as nearly centrally as possible and run supplying pipe lines from it to those locations in the plant where cleaning solution is needed. At such a location there should be a small cleaning solution station similiar to a water station. Some operators have found it desirable to utilize combination water and cleaning solution stations. These are altogether satisfactory and where a new plant is being built can be installed to good advantage.



STATIONARY CLEANING SOLUTION TANK

The stationary cleaning solution tank is equipped with either thermostatically controlled electric, steam or hot water heating elements and the cleaning solution may be moved out of the tank and through the supply lines by either compressed air or a pump, the compressed air being the more desirable in the majority of cases.

In some plants the cleaning solution is carried from the cleaning solution tank to certain convenient places in the plant where it is drawn off into pails. This is normally an intermediate step. It is not as satisfactory or as efficient as using either the small shut-off valve and a separate brush or a solution fed brush.

The stationary cleaning solution tank has been installed in many plants and in a number of new plants. It is rapidly becoming standard equipment.

The portable cleaning solution tank comprises a four-wheel truck to which is attached a tank equipped with a thermostatically controlled electric heating element and a pump for moving the cleaning solution. There is an electric cable which "plugs in" to a convenient receptacle and which supplies the energy for the heating element and the pump. The unit is equipped with a small cleaning solution hose and a small shut-off valve or a solution fed brush or both.

Solution Fed Brushes

The great importance of proper brushes in the cleaning operation has been forcefully made evident. It would seem that no matter what advances are made, good brushes will continue to be desirable and economical to us.

Satisfactory scrubbing is possible only when brushes are correctly designed for the job to be done. Unfortunately, many brushes are little, if any, more effective than a swab. There are some brushes whose bristles are inherently limp or become so after being used for a short time. When such brushes are used the bristles tend to "wipe" with their sides instead of scrub with their ends. A satisfactory brush should have bristles that do not become limp, which are properly shaped, of the proper length, of the proper diameter and have the proper direction. Moreover, if a brush will satisfactorily pick up cleaning solution from a pail it is generally not a good scrubbing brush, and if a brush will scrub well it will ordinarily not satisfactorily pick up cleaning solution from a pail.

Recently there have been made available some brushes which are correctly designed and which give satisfactory results provided the cleaning solution is flowed onto the surface being scrubbed from a small shut-off valve and the brush scrubs in the cleaning solution. This method of scrubbing is satisfactory wherever the operator can reach the surface to be scrubbed. However, it does tie up both hands.

A variety of solution fed brushes have been developed. There are two-handed, one-handed and power driven solution fed brushes. The latest one, which is effective and very popular, is the hand solution fed brush of the gong type. The brush is comfortable to use, permits rapid scrubbing and engages only one

TWO-HANDED CLEANING SOLUTION BRUSH

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hand. It has Nylon bristles and the rest of the parts, except for the valve, are of a special plastic-like material about one-half as heavy as aluminum which is very strong and which resists the action of most acids, alkalis and other solutions and compounds.

Two-handed brushes are equipped with button valves which automatically shut off the flow of cleaning solution to the bristle head from which it flows on to the surface being scrubbed as the brush moves back and forth. The two-handed brush is useful for cleaning the inside of product storage tanks and other equipment which is too high to reach with a one-handed brush.

The power driven solution fed brushes have scrubbing heads which revolve at high speed and will remove tightly adhering soil. One is for scrubbing flat or irregular surfaces and the other for scrubbing the inside of heater tubes, long continuous lines of sanitary pipe, etc. The power driven solution fed brushes require about thirty cubic feet per minute of compressed air with a pressure of eighty pounds per square inch. Where there is "tough" scrubbing to be done, they are very helpful.

As already stated, the small shut-off valve is used to deliver cleaning solution onto a surface being scrubbed with a non-solution fed brush. It is very light in weight and may be satisfactorily and advantageously utilized for close-up scrubbing. It is desirable for cleaning tank and vat outlets, thermometer openings, homogenizer parts, etc. where special brushes are needed. It is completely covered with Neoprene which protects the valve itself and the processing equipment from damage.

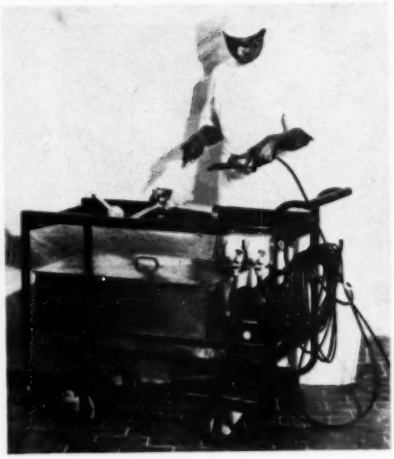
Cleaning Solution Hose

No conventional hose was found which proved to be satisfactory for cleaning solution so a one-quarter inch special cleaning solution hose was developed which has desirable lightness, flexibility and durability and which resists the action of cleaning solution. This hose is designed for use with either the small shut-off valve or the solution fed brushes. Preferably, it should be equipped on both ends with special brass couplings.

The portable cleaner table was developed for small plants and small departments where there is only a moderate or small quantity of processing equipment, sanitary fittings and small parts and where a sanitary fittings cleaner is not warranted.

The portable cleaner table is essentially the sanitary fittings buggy but with a cleaning solution tank in place of the under shelf. The cleaning solution is moved from the tank, which is equipped with a thermostatically controlled electric heating element, by a pump through a length of cleaning solution hose to either a small shut-off valve or a hand solution fed brush.

Where this unit is used sanitary fittings and small parts are manually cleaned on top of the corrugated



PORTABLE CLEANER TABLE

shelf, the operator using a brush in one hand and a small shut-off valve in the other hand or using a hand solution fed brush. After the parts have been scrubbed they may be rinsed on top of the Neoprene coated corrugated shelf with a shut-off valve equipped with a blade nozzle.

Inasmuch as the portable cleaner table has a cleaning solution tank it may be used instead of a portable or stationary clearing solution tank, when scrubbing the surfaces of stationary equipment.

Special Light For Cleaning

In order to make it possible for workers who clean processing equipment to see properly while they are cleaning and to inspect surfaces either before or after cleaning them, a special light for cleaning was developed. This light has also been found very useful for

LIGHT FOR CLEANING

Ice cream mastermind

She's the mysterious gal behind all those costly consumer taste-test surveys. She molds public opinion.

She's the Average Housewife.

She sips and "tests" food constantly. She can easily recognize a *superior* flavor in ice cream.

She can be your loyal, enthusiastic customer and booster IF you woo her with the deliciously tantalizing taste and aroma of MIXEVAN *powdered* vanilla flavoring. It's a subtle, but steady, flavor-level which simply cannot be achieved with extracts.

Here's a dare: using your present formula, make up some vanilla ice cream using MIXEVAN *and take it home to your wife.*

We will rest our case on her testimony.

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Other Vanilla Products by Michael for Special Uses
TRUE VANILLA SUGAR for custom made ice cream
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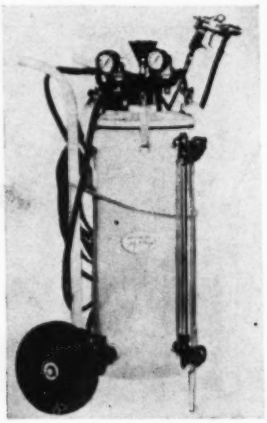
the maintenance engineer and for anyone who wishes to inspect the equipment.

The special light for cleaning is coated with Neoprene to protect itself and the equipment from damage. It is waterproof, has a waterproof switch in the cable near the light and is grounded through the cable so that it is safe. It has a lamp which gives satisfactory visibility either close-up or at a considerable distance. Pyrex is used in making the lamp so that neither hot or cold water will break it. The lamp is additionally protected with a grill. The special light for cleaning can be placed upon a flat surface, hung from a hook, and clamped over the edge of a vat or onto a standard. The housing which contains and protects the special lamp can be moved all the way round in the horizontal plane and almost straight up and down in the vertical plane.

In practically every milk and every ice cream plant and in many other kinds of food plants, such things as the inside of product storage tanks and milk trunk tanks, the underside of vat covers, milk filler bowls, freezers, etc. can be "sterilized" by spraying onto them a proper chemical agent, the one most generally used being sodium hypochlorite.

The "chlorine" spray sterilizer was developed for such spray "sterilizing" and has been found to be exceptionally satisfactory. This unit is comprised, essentially, of a special gun and a tank having a head with necessary controls. The tank is lined and coated with a new material which resists the corrosive action of sodium hypochlorite and other chemicals. The unit also has flexible tubes made of a special material which also resists the corrosive action of "sterilizing" agents and which are used to convey the air and "sterilizing" solution from the tank to the gun. Compressed air at moderate pressure and in moderate quantity is utilized.



SPRAY STERILIZER

The gun will deliver the "sterilizing" solution in either a solid stream, a mist or a fog depending on how the simple control features are adjusted. Also, the unit can be simply and quickly adjusted to deliver the "sterilizing" solution at varying distances.

Experience has shown that excellent spray sterilizing has been accomplished by using a mist which quickly and completely covers the surface being treated.

Sanitary Fittings Wrench

Often considerable damage is done to sanitary fittings by hammering them with sanitary fittings wrenches. To prevent this damage, as well as that which occurs to processing equipment when a sanitary fittings wrench falls upon it, the sanitary fittings wrench with hammer members was developed. This wrench is coated with Neoprene except for the hammer members attached to the outside of the claws, which are made of a very tough material not as hard as metal. Although this wrench costs considerably more than a conventional sanitary fittings wrench, its cost has been considered to be justified because of the protection the wrench affords to both the sanitary fittings and expensive processing equipment.

SANITARY PIPE WRENCH

For certain pieces of equipment a coating material of the right kind is indispensable and in the case of other equipment highly desirable.

A new coating material has been developed which has proven to be very satisfactory for lining and coating the bodies of certain of the new cleaning aids such as the sanitary pipe cleaner, combination parts cleaner, etc. and the tank of the "chlorine" spray sterilizer. This material has been used for several years as a lining and coating in connection with the "chlorine" spray sterilizer and has been tested under severe conditions as a lining and coating for wash vats. It is white and while somewhat more expensive than zinc has many advantages which zinc does not possess. It may be used where it will not be subjected to a temperature in excess of about 190° F.

New cleaning aids are now being used in a large number of plants and in several agricultural colleges throughout the United States and in Canada. They have not only made possible excellent cleaning but have

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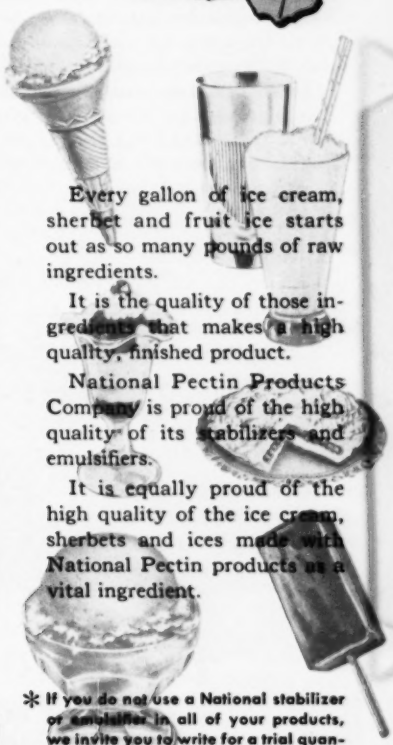

Every gallon of ice cream, sherbet and fruit ice starts out as so many pounds of raw ingredients.

It is the quality of those ingredients that makes a high quality, finished product.

National Pectin Products Company is proud of the high quality of its stabilizers and emulsifiers.

It is equally proud of the high quality of the ice cream, sherbets and ices made with National Pectin products as a vital ingredient.

* If you do not use a National stabilizer or emulsifier in all of your products, we invite you to write for a trial quantity . . . to prove to yourself that National stabilizers and emulsifiers are easier to handle . . . more economical . . . and make a better finished product possible.

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also effected substantial and profitable savings in time, fuel, water and cleaning compound. They have also greatly reduced wear and tear on equipment in plants and have removed almost all of the distaste which so frequently attends the cleaning operation.

The economies affected by the new cleaning aids are not influenced by the human equation. For instance, once a properly controlled temperature and pressure tempered water system is installed in a plant advantageous savings are effected by it and similarly by the cleaning solution tank, irrespective of the workers.

Wherever the new cleaning aids have been put into use, the economies effected have been so substantial that the investment made has not only proven to be very profitable but also has been paid off in a short time. The savings for which the new cleaning aids are responsible appreciably and helpfully lower plant costs.

In some cases the economies that the new cleaning aids accomplish are obvious while in others they are not so apparent. Savings in time, fuel, and water are quickly measured, but it takes longer to determine the savings which accrue from, for instance, the longevity of the lightweight hose, the long life of the special brushes as well as the reduction in maintenance, the virtual elimination of the marring and scratching of sanitary pipe and sanitary fittings and the damaging of expensive processing equipment. In the case of new or remodeled plants, if the new cleaning aids are used, smaller boilers and water heaters and the single instead of double pipe lines to water stations mean a considerably smaller investment in this equipment.

By controlling the temperature and pressure of rinse water and using lightweight hose and shut-off valves, savings in fuel and water in excess of fifty per cent have been obtained in a number of plants.

The lightweight hose has been found to outlast conventional creamery hose by 2½-to-1 when the latter is used in the usual manner.

The initial cost of special brushes and the solution fed brushes is, of course, greater than that of conventional ones but they are much less expensive to use, are refillable, are long-lived and pay off handsomely. They not only save much time but eliminate the need for a large inventory of brushes.

Savings in cleaning compound in excess of seventy-five per cent have been obtained through using a cleaning solution tank, cleaning solution hose, small shut-off valves and solution fed brushes.

Such new cleaning aids as the sanitary pipe cleaner, the sanitary fittings cleaner etc. have saved a great deal of time and energy and eliminated much damage to parts being cleaned.

The new cleaning aids are designed particularly to make possible not only excellent cleaning but also marked efficiency and economy. To do this they are of unique design and construction and many of their parts include special specifications which are essential to the proper functioning of them.

Equipment embodying some of the features of the new cleaning aids but not all of them and lacking certain of their desirable qualities which can be obtained will not function like the new cleaning aids or accomplish the same desirable results. In order to protect the integrity of the new cleaning aids and those who purchase them, the new cleaning aids are properly identified.

Conclusion

At the present time the cleaning operation is justifiably receiving active attention throughout the industry. Because of this operation's influence on the quality of product, plant costs and morale of workers, it is hoped that this active interest will continue and that it will lead to continued improvement of cleaning methods and cleaning equipment which will both further improve the quality of the product and reduce the cost of processing.

No matter how methods of cleaning may change it seems evident that proper cleaning equipment will be needed. Good tools are always needed for a satisfactory, efficient and economical job.

This article is based on a talk given at the recent convention of the International Association of Ice Cream Manufacturers, held in Detroit, Michigan.

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Hydrox Cleans House

from page 28

come on duty at the end of the day's production, and who completely clean, wash and sterilize all equipment, floors, garbage cans and any utensils used in production. This crew is supervised by a foreman well trained in this kind of work. These cleanup men, before leaving, have the plant equipment set up ready for the next day's operations, leaving everything in their proper places so that the key men are ready to start operations the following day promptly at 8.00 A.M.

In ordering supplies, we gauge our requirements based on future projected production. This generally reaches about three months into the future. Naturally the volume is based on price savings consistent with using within a reasonable time.

Hiring And Training

Regarding the hiring and placing of personnel, that is without a doubt the biggest headache in ice cream production. It is our policy to begin about March 1 to hire new help with the idea in mind that by the time the season fully breaks, we will have a trained and efficient crew to carry out the work.

This does not always work out because there are times when a warm spell will arrive early in March, late in March, or early in April, before we have had time to train the personnel. This is where the headache begins because we have to go out and hire a lot of new people rapidly and we hire more than can be properly trained in a short period. This is when the usual complaints and inability to keep up with the demand begin to create a little high blood pressure among the supervisors.

It is unfortunate, in ice cream production, that considerable time is spent educating people to do their work efficiently and then just as they have reached the peak of their efficiency, it is necessary to start reducing the number of employees, so when cold weather rolls around you are back where you started.

Schools Provide Help

One of the best source of production help would be from schools, but school terms don't let out until the middle of June, and your organization already has been built up. You are unable therefore, to take advantage of this source of summertime help. As a rule, in the spring, we contact the various schools for part time workers, and we also advertise in many of the foreign language newspapers for production help. We make every effort to keep some of the better workers who have been hired for summer work, but this does not always work out and it is certainly discouraging when these kind of people have to be separated from the organization.

In training the personnel, it has always been our policy to train them gradually by placing a new person in with a group of the older employees. Sometimes it it necessary to put one of the new employees with one or more older employees until such time as he has learned the job.

We also have a policy of continually changing our employees from one position to another. We have found that when more people can do more jobs, in case of injury, sickness or leave of absences, no operation is is crippled. This applies to our key personnel, where more people are trained in the various operations than is necessary. We are always in a position to place a skilled operator at any necessary point. As an example, we have Class A men who are called freezermen, mixmen, etc. We also have a Class B group and those so classified are assistants to the Class A. This Class B group is generally capable of taking over the operations of the Class A men to whom they were assigned, allowing for greater flexibility in this respect.

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A CONCENTRATED MIX

BY PROFESSORS P. E. JOHNSON and H. C. OLSON
Oklahoma A. & M. College
Stillwater, Oklahoma

ICE CREAM is made today in a wide variety of places. In recent years numerous small establishments such as the soft ice cream stores have begun the manufacture of ice cream. This condition has led to considerable lack of uniformity in the ice cream. Uniformity of a product is one of the greatest factors affecting its consumption and, no doubt, more ice cream would be consumed if it were more uniform in composition and quality.

The problem of uniformity of composition can be solved merely by all manufacturing plants using a mix of standard composition, but the problem of a uniform quality is not so easily solved. Perhaps the greatest factor affecting uniform quality is the fact that milk solids must be stored during seasons of high milk production to be used in the manufacture of ice cream during seasons of low milk production. This study was made for the purpose of investigating the possibility of making a standardized concentrated ice cream mix available for use by the small manufacturer of ice cream. It was also made to investigate the storage properties of a concentrated ice cream mix.

In 1928, Dahle, *et al* (1) worked on the storage of concentrated ice cream mix. They reported that this mix kept for six months at 0° F. with no evidence of deterioration and that the resulting ice cream possessed the same properties as that made from fresh products. When this mix was stored at 40° F. for six months, it developed a slight oxidized flavor but the resulting ice cream was salable. Excessive lactose crystallization was experienced in all trials but when the mix was reconstituted and reprocessed the crystals disappeared. They also reported that these mixes were prepared in a copper pan. Dahle *et al* (2) reported that this is a very good means of storing milk solids for ice cream making. Remaley (3) reported that there is an excellent future for concentrated ice cream mixes both condensed and powdered provided that high quality is maintained at all times. He stated that the use of concentrated ice cream mix is increasing.

Gelpi (4) worked with a plastic ice cream mix which contained only nine per cent moisture and found that it stored well at room temperature for four months. He also stated that plastic ice cream mix offers a good possibility for the utilization of surplus milk during the flush season.

Procedure

The various constituents of ice cream mix; namely butterfat, serum solids, sugar and stabilizer, were combined in ratios comparable to normal ice cream mix and then concentrated in a vacuum pan. Some trials were made whereby all the constituents of ice cream mix were included so that the addition of the proper amount of water was all that was necessary to reconstitute the mix to normal consistency. Other trials were made with mixes which were deficient in serum solids so that they could be reconstituted to normal consistency by the addition of the proper amount of skimmilk. Still other trials were made with mixes which were deficient in both butterfat and serum solids so that they could be reconstituted to normal consistency by the addition of whole milk containing approximately four per cent butterfat.

The mixes were prepared by putting milk, cream, sugar, and stabilizer together in the proper propor-

tions. The mixtures were then pasteurized at 170° F. tainers sodium propionate was used. In some trials the

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mixes were reconstituted and frozen in the 40-quart

tions. The mixtures were then pasteurized at 170° F. for ten minutes, homogenized at 2,500 pounds per square inch pressure and condensed in a stainless steel vacuum pan to a total solids content of approximately eighty per cent. Because of its high viscosity, no attempt was made to cool the concentrated mix before packaging.

The approximate compositions of the concentrated mixes are given in the following table:

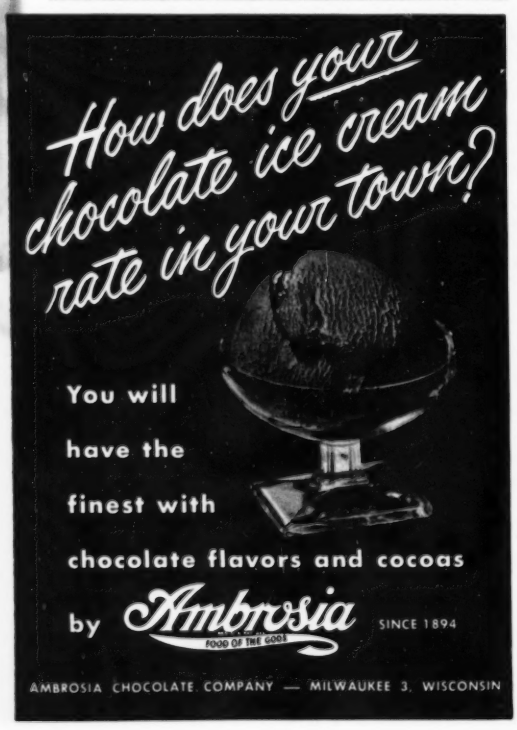
INGREDIENTS	TO BE RECONSTITUTED BY ADDING:		
	Water	Skimmilk	4% Milk
Butterfat	23.66%	27.50%	23.42%
Serum Solids	23.66%	14.30%	15.63%
Sugar	32.10%	37.50%	40.15%
Stabilizer	.58%	.70%	.80%
Total	80.00%	80.00%	80.00%

In one phase of this problem the keeping quality of the concentrated ice cream mix was studied while in another phase the possibilities of a concentrated ice cream mix for use by the small manufacturer were studied.

Three types of containers were studied in the storage trials. They consisted of the twelve-ounce paraffined cottage cheese carton, 2½-gallon single service tin cans and No. 2½ hermetically sealed tin cans. The concentrated mix was stored in these containers for one month, three months and six months at 0° F., 35° F., 50° F. and room temperature (about 70° F.). In order to prevent mold growth in the non-air tight containers sodium propionate was used. In some trials the dry crystals of sodium propionate were mixed with melted paraffin. In others, parchment paper was treated with a concentrated solution of sodium propionate, spread over the surface of the concentrated mix and smoothed out to eliminate air bubbles and produce an intimate contact between the paper and the mix.

Ice cream was frozen from the reconstituted fresh mixes and from the mixes at the end of each storage period. The three methods of freezing were used. They were the household refrigerator, the salt and ice freezer and a 40-quart batch freezer.

In order to determine something about consumer preference regarding the concentrated ice cream mix, a survey was conducted through the Dairy Department Sales Room. Twelve-ounce cartons were put on display and sold for twenty-five cents each. Each customer was asked to take a questionnaire along and was told that the purchase price would be returned when this questionnaire was filled out and returned.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You will have the finest with chocolate flavors and cocoas by Ambrosia
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Results

From the storage trials, it was found that the concentrated ice cream mix had very good keeping qualities. This mix when stored at room temperature for two months showed no deterioration as determined by flavor and color and only slight deterioration after three months. At 50° F. no deterioration was evident at the end of six months' storage. Even better keeping qualities were experienced at the lower temperatures as would naturally be expected. In some instances this mix was held at 0° F. for more than one year with no evidence of deterioration.

For reconstitution without reprocessing, the two mixes which were prepared for reconstitution by adding skimmilk and by adding whole milk were superior. This was due to the fact that very little if any lactose crystals were formed; however, the mixes which were prepared for reconstitution by adding water possessed excessive lactose crystals after storage. No particular differences existed between the composition of the three mixes when the mixes were repasteurized after reconstituting.

For storing the concentrated ice cream mix, the No. 2½ hermetically sealed can was superior to the other two types of containers. No difficulty was experienced when this type of container was used. Some difficulty with mold growth was experienced with the use of the twelve-ounce cottage cheese carton and the 2½-gallon single service tin even when precautions were taken to inhibit mold growth. The samples which were stored in the cottage cheese cartons lost considerable moisture which resulted in the formation of a crust on the surface of the concentrated mix.

When these mixes were reconstituted and frozen in the home refrigerator excessive ice crystals were formed. Very good ice cream was made by using the salt and ice freezer but such ice cream would naturally be lacking in the proper amount of overrun. When these

mixes were reconstituted and frozen in the 40-quart batch freezer, there was no difference between the resulting ice cream and ice cream made from a fresh mix of like composition.

With the twenty-five cent incentive for the return of the questionnaire only fifty out of slightly over two hundred taken were returned. This small number is not enough to draw any conclusions but it does give some idea as to consumer reaction to a concentrated mix. In general, the results of this survey were somewhat favorable to a mix of this type. The results of the survey were as follows:

Question 1. Do you prefer this mix over powdered mix?
Yes—39; No—2; No preference—9.

Question 2. Do you prefer this mix over your own home made mix?
Yes—16; No—16; No preference—18.

Question 3. Is this mix as easy to prepare as powdered mix?
Yes—42; No—7; No answer—1.

Question 4. Is this mix as easy to prepare as your own home made mix?
Yes—45; No—3; No answer—2.

Question 5. Would you purchase a mix of this type if it were offered for sale in your grocery at fifty cents per carton?
Yes—22; No—16; No answer—12.

Remarks:
Too high in price—13.
Too many ice crystals when made in ice box—2.
Like it very much—13.
Difficult to prepare—3.
Easy to prepare—6.
Too sweet—3.
Not sweet enough—1.

Conclusions

Concentrated ice cream mix is a good means for storing milk solids for future ice cream making since it can be kept at room temperature for at least two months. With moderate refrigeration, it may be kept at least six months. Since it is highly concentrated and needs no refrigeration in transit, it can be transported reasonably long distances economically. Concentrated ice cream mix should be an attractive source of mix to the small manufacturer. It is also a means of increasing the uniformity of ice cream which should lead to increased consumption.

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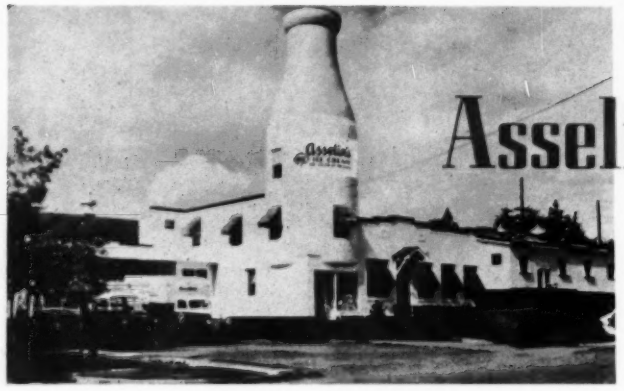


Asselin Marks 50th Year

WITH its golden anniversary a matter of record, the Asselin Creamery Company of Norway, Michigan is looking forward to a continually expanding business as the firm progresses toward its 100th birthday.

Founded by Noah Asselin as the Northview Dairy in 1901, the concern has become Norway's major industry, with an average of forty employees and an annual payroll of more than $100,000.

U. F. Asselin, the current company President, inherited the exclusively dairy business when his father died in 1908. Together with his mother, four sisters and three brothers, including General Manager William A. Asselin, he continued the manufacture of dairy products on the farm which served as the firm's "plant." Then, in 1918, the farm was sold, and the business and creamery of the Norway Creamery Company, a cooperative, was acquired.

New Plant In 1922

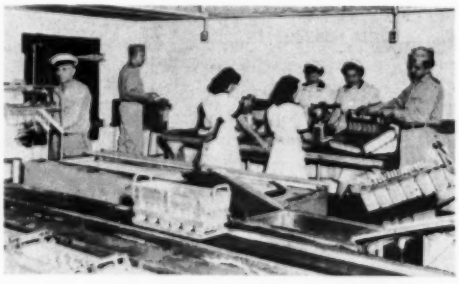
In those days, milk and butter were the major products, although the Asselins' first venture into the ice cream business took place in 1912. Incidentally, the firm's first batch of ice cream was produced in a ten-gallon tub freezer operated by a gasoline engine.

The sale of Asselin products was confined to local areas until 1922, when a new brick plant was constructed, and additional equipment and modern refrigeration rooms were installed for mechanical processing of ice cream. Business volume increased and a branch was established at Iron Mountain, Michigan. Another branch was installed at Marquette, Michigan in 1934. A fourth branch, opened in 1937 at Escanaba, Michigan, was closed because of wartime restrictions. Deliveries to that area are now made by truck from the Norway plant.

In 1950, the Asselin organization acquired the business of the LeMire Ice Cream Company of Menominee. Another branch was opened recently at Houghton.

Five additions have been made to the original structure in Norway, completed in 1922. One was the na-

(*Continued on page 70*)



3,000 DOZEN novelties per day are turned out daily during the busy season by the Asselin Creamery Company. Ice cream-on-a-stick manufacturing is pictured above. Loading one of the twenty refrigerated ice cream trucks operated by the firm is seen below.

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CONTENTS

I Layout Principles
Location—Traffic
II Volume
What Makes Volume
Secondary Sales
Fountains in Drugstores
III Menu
Suitable Menu—Pricing
Profits—Costs—Payroll
Soda Fountain Figures Defined
IV In-store location of Fountain
Soda Fountain Values
Equipment—How to Choose It
V Four Basic Functions
Soda—Food
Dishwashing—Customer Service
VI Approach to Layout
Layout Classified
Comparison of Fountain Types

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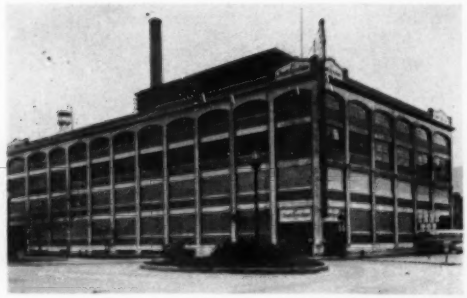
Renovations



EXTERIOR OF French-Bauer ice cream plant is pictured above. At the right is shown the assembling and filling of 2½-gallon bulk cans. Next step is the hardening room via conveyor through sliding door, adjustable as to the height of opening.

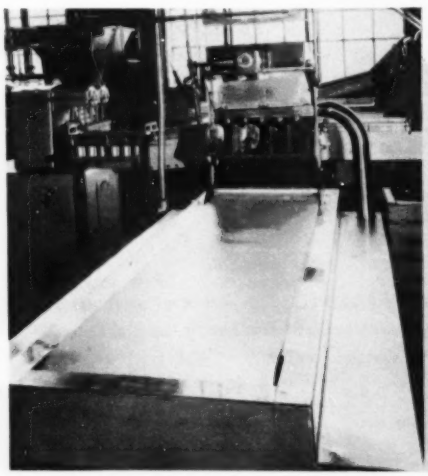
A PROGRAM of plant renovation and expansion will be completed in 1952 by French-Bauer at Central Parkway and Plum Street in Cincinnati, Ohio. This firm, which is a division of the Co-operative Pure Milk Association, has undertaken the changes without interrupting the diversified production schedules of its plant.

All departments of the dairy were involved in the remodeling. The exterior had its face lifted two years ago, at which time new glass block windows and ventilating systems were installed. The interior has been renovated with new brick floors, tile walls, and new drop ceilings and lighting.

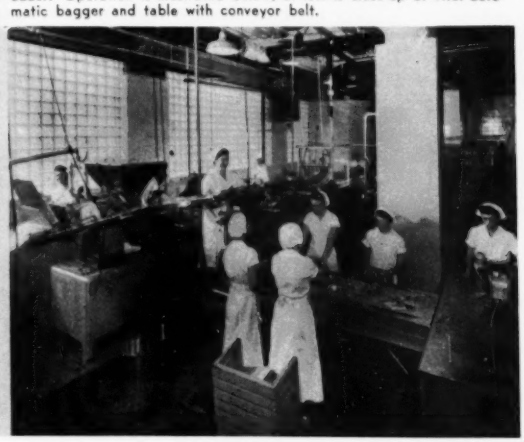
Naturally during the improvements, departments were switched and equipment moved for better efficiency. For example, in past years the ice cream mix was made on the fourth floor of the building, and was cooled and stored on the third floor. Flavors were added on the second floor whereas the freezing was done on the first floor. Now, under the remodeling program, an enlarged mix room has been placed on the second floor, eliminating the third and fourth floor operations. By consolidating all of the equipment directly above the freezers, better efficiency and economies have been effected.

Increased Capacity

Both production and storage capacities for ice cream have been increased sizably. Recently purchased and installed were two all-stainless 400-gallon and one 200-gallon per hour Vogt freezers. These, together with one 150-gallon Vogt and one 150-gallon Creamery Package unit, complete the battery of freezers, pro-

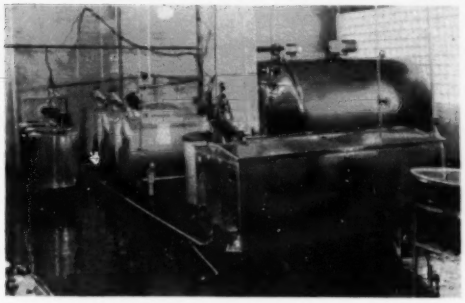


NINE PERSONS turn out 600 dozen Eskimo Pies per hour at French-Bauer. Operation is illustrated below: at left is close-up of vital automatic bagger and table with conveyor belt.



Near End At French-Bauer

PARTIAL VIEW of the French-Bauer mix room, including two 2000-gallon stainless steel insulated tanks, is shown just below. Mix goes directly from tanks to freezers.



viding a potential of 1300 gallons per hour. All of this has been achieved during the past two years.

French-Bauer is particularly enthused with the enlarged hardening room that was installed by the King Company. Capacity has been enlarged by thirty-five per cent and efficient performance is achieved by two 7½-ton blower units with ducts and anemostats. They are located in a separate insulated room on the outside of the hardening room and are defrosted approximately every two weeks, requiring but a half-hour shutdown of each unit every other week.

Within the past year equipment for making and packaging the Eskimo Pie line of novelties has been installed. All new automatic novelty equipment including a Vilter seventy-two mold ice cream novelty freezing tank was added to the plant, making possible production of 600 dozen units per hour with nine people. The brine tank has sufficient coils and agitation to maintain a brine temperature of 20° below zero, and to harden as many as 700 dozen three-ounce pieces per hour.

Other equipment used in the novelty manufacturing process includes an Anderson Bros. stick machine, an Anderson automatic filler, two chill tunnels, an automatic chocolate dipper, an automatic bagger and table with conveyor belt supplied by Eskimo Pie, and one 200-gallon per hour Vogt Silver Star freezer.

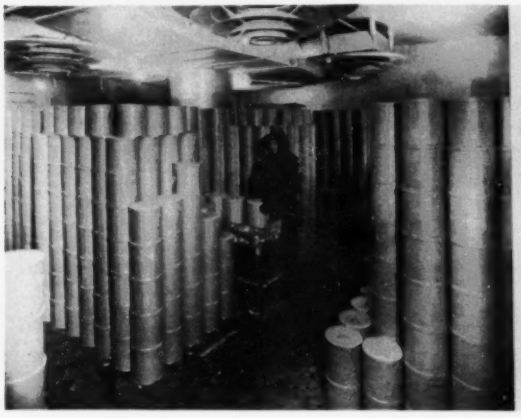
Production Of Novelties

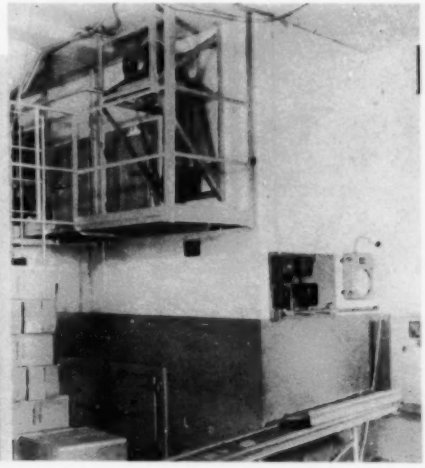
To produce 600 dozen Eskimo Pies hourly requires one man to fill and place the molds in the brine tank, and one girl to insert the sticks in the holders and place the holders in the molds. One man at the discharge end takes the molds out, dips them in the hot water bath, releases the novelties and places them on a conveyor which automatically carries them through a chill tunnel, the automatic chocolate dipping unit, another chill tunnel, and then to the bagger.

One girls releases the novelties from the holders and generally operates the automatic bagger. Four girls pack two dozen units per box and one girl closes the lids, tapes the boxes, and places them on the conveyor

(Continued on page 64)

HARDENING ROOM interior (below) and exterior (right) are pictured here. Insulation between refrigeration units located outside the room permits separate defrosting. Capacity is 7000 gallons of bulk.





Coliform Control

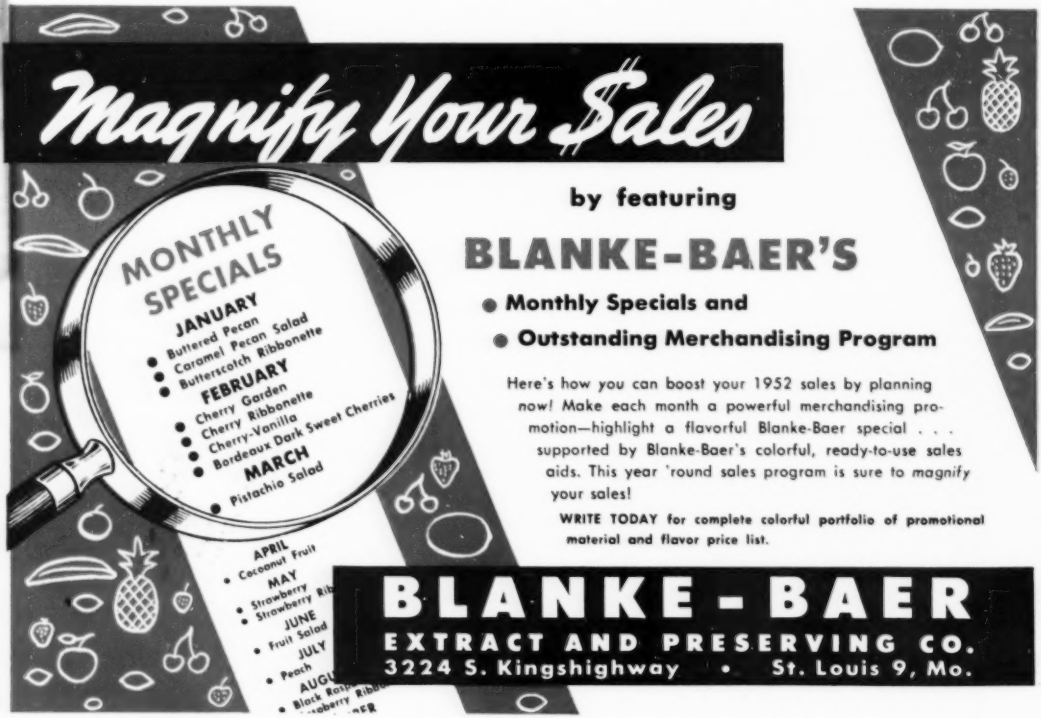
from page 32

operations are increased. Storage of partially processed products and the necessity for addition of ingredients at various stages in the operations make it imperative to employ good operating habits. Introduction of contamination by careless handling and by manual contact with the products is constantly possible. The human body, unfortunately, is always an excellent source for introduction of coliforms and other bacteria. Hence, unclean hands and soiled clothing in a frozen dairy products plant should not be tolerated. In fact, one of the most important fixtures in an ice cream plant is a conveniently accessible hand-wash lavatory. Also, it is a good idea to maintain a hand sterilizing solution, such as the quaternary ammonium compounds, in the processing room and to thoroughly inculcate in the employees the habit of frequent washing and sanitizing of hands, particularly where it is necessary to handle equipment or containers which come in contact with products.

Rodents and insects are well-known carriers of bacteria of all kinds, and it goes without saying that utmost care must be exercised in keeping plants free of these pests. This is not always a simple procedure. Any food plant has a natural attraction for rats and mice and, as every operator knows, it is a constant battle to keep them out. Information on rodent-proof construction may be obtained from most health departments and every city of any size now has capable pest control firms available for regular protective work. Nevertheless, it is necessary for the operator to maintain a constant vigilance for signs of infestation and to utilize such defensive practices as good housekeeping, storage in rodent and insect-proof containers, and storage off the floor.

Insects, both of the crawling and flying variety, are also carriers of bacteria and are often more difficult to control than rodents. Adequate screens and space sprays are usually the means of controlling flies, but roaches are not so easily eliminated. Modern protective methods call for tight, crack-free wall and floor construction, elimination of recessed areas, residual insecticide treatment, protected storage of ingredients and containers and, above all, good sanitation, waste disposal and good housekeeping.

So much for good equipment, good operating habits and good housekeeping. In the control of coliforms most authorities agree that the most common source of contamination is the exposure of otherwise properly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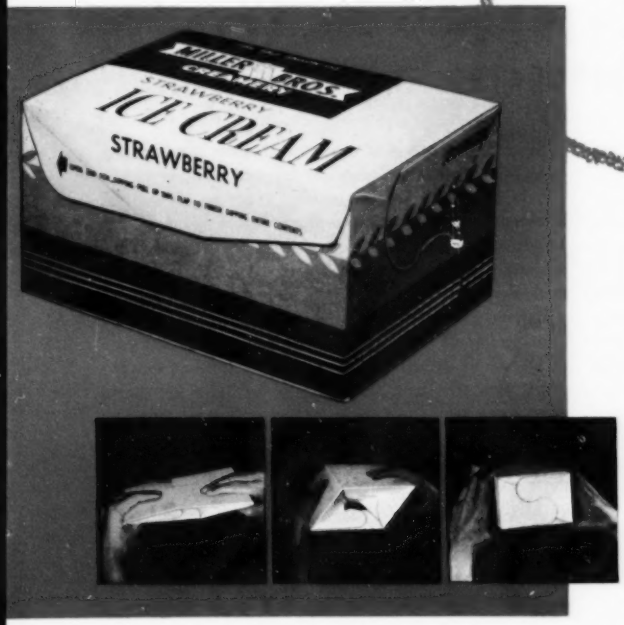

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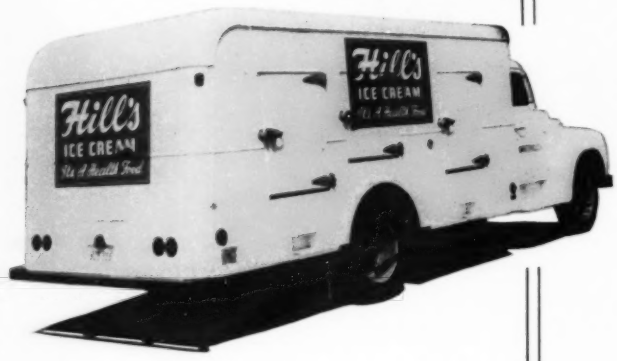

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processed products to improperly washed and sanitized equipment. With modern equipment design and construction and with modern chemistry there is no excuse for inadequately washed and sanitized equipment. Properly balanced alkaline detergents are available to remove effectively and economically all traces of milk fat or organic food residue after operations. All pipe lines, pasteurizing vats, homogenizers, coolers, freezers and all processing equipment should be rinsed with clean, luke-warm water immediately after use and the equipment dismantled and carefully washed, brushed and cleaned in a good detergent solution of measured strength adequate for the job.

Some milk and food residues are mineral in nature and these, with water hardness precipitates in varying amounts depending upon the local water supply, frequently deposit on equipment surfaces and become what is popularly known in the dairy trade as "milk-stone." Well-balanced organic acid detergents, which are fully adequate for removal of this mineral residue but which are not corrosive or harmful to equipment are available for this additional cleaning. Formerly it was the practice to give equipment an overall milk-stone removal treatment at irregular intervals when the deposit became noticeable or troublesome. Now good plant procedure requires more regular and even daily treatment where conditions warrant.

Since milk-stone is of such a formative structure as to provide excellent harborage for bacteria on equipment surfaces it is imperative that it not be allowed to accumulate even in layers or film invisible to the naked eye. A surface ninety per cent clean is not clean. Again, modern science has provided a tool for the early detection of milk-stone build-up. Substances making up milk-stone and organic film combinations are usually fluorescent and the ultra-violet lamp has come into use as an aid to detection of incompletely cleaned equipment. Properly used, these ultra-violet lights are most effective in trouble-shooting and in improving quality control.

One other development of modern chemistry warrants discussion in proper cleaning procedures. Frequently, when the cleaning solution is used for a number of pieces of pipe lines and fittings, homogenizer parts, molds and other equipment, perhaps from the raw as well as the pasteurized side, and these parts are washed by hand in a vat or basin, the bacterial content of the wash water has been found to increase enormously from the soiled parts introduced. Washing in this "bacteria soup" is certainly undesirable and has the effect of putting a tremendous load on the subsequent sanitizing treatment. Both alkaline and acid detergent compounds are now manufactured in which a bactericidal agent of the quaternary group is incorporated

with a top-grade detergent in an amount sufficient to maintain the bacterial content of the wash water at a low level and to render the subsequent final sanitizing treatment more efficient. These compounds are not designed and are not used as a combined washing and sanitizing operation which may be subject to question by some regulatory authorities. Actually they provide a means of achieving better final results from the separate washing and sanitizing operations. Moreover, any objection by regulatory officials to the quaternaries in food plant operations is obviated by the complete removal of the quaternaries by the subsequent rinsing after washing and the regular sanitizing treatment with hot water or chlorine solutions, whichever is used.

Washing of equipment in an ice cream or frozen desserts plant, of course, is not sufficient without an adequate sanitizing treatment. Good practice invites this treatment just before the equipment is ready for use and after any incidental contamination may be introduced by the re-assembling of the pipe lines and equipment. No further rinsing after sanitizing should be applied. Because of the nature of equipment used for temperature reduction, freezing and operations at low temperatures, heat sterilization is not always practicable in an ice cream plant. Chemicals then must be utilized and, except in areas where quaternaries are permitted for final sterilization, the chlorine compounds are most frequently used. Chlorines, likewise, are more effective against organisms of the coliform group. Of the types available, liquid sodium hypochlorite is considered the most efficient because of its ability to go into solution immediately and completely without residue and its quick acting effect on bacteria.

While pipe lines and much "in line" equipment can be sanitized by flooding and circulating a hypochlorite solution of determined strength, it is not economically possible to flood large holding vats or tanks. Furthermore, in vat type pasteurizers and cabinet coolers the covers are frequently untreated, leaving unsterilized areas which may be the source of coliform and other organisms. Such equipment can be readily and effectively treated by means of a finely divided hypochlorite fog, capable of remaining suspended for a period of time. With the introduction of the hypochlorite fog through the outlet valve of the holding tank or of the vat or cooler with the lids or covers in place, the interior is completely filled so that fog particles contact every square inch of the walls and covers. Through this application it is no longer necessary to enter the holding tank to apply the sanitizer and, where it was humanly possible to miss some areas of the surface in the spraying or scrubbing procedures, this method assures complete coverage.

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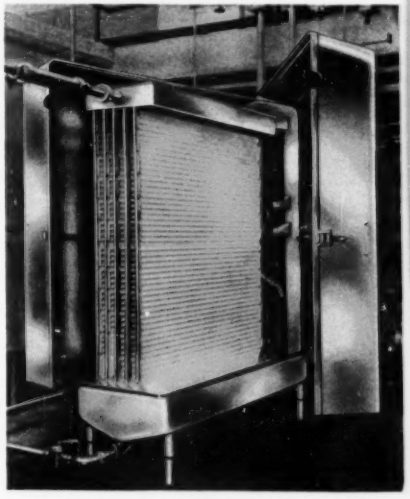

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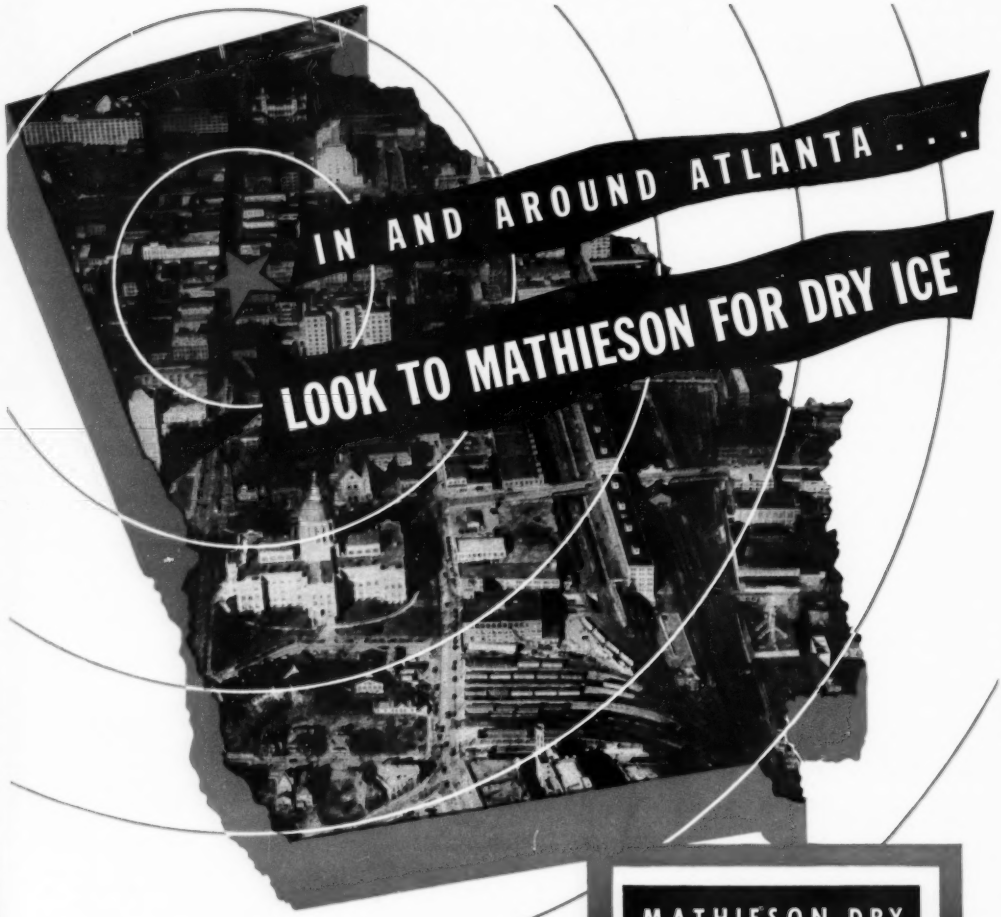

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plants differs from other milk and milk products plants primarily because other factors are introduced through the necessity of adding flavors, fruits, nuts and other ingredients. Again referring to the literature, much has been written on the subject of non-milk ingredients of ice cream. While sanitary standards are improving, there is not the same degree of control and supervision exercised in the production of these other ingredients as in the case of milk supplies. This necessitates measures on the part of the ice cream processor to prevent introduction of contamination into the pasteurized and presumably coliform free mix. Good standard practices include roasting nut meats well or boiling in syrup to destroy bacteria by an adequate heat process, and separate pasteurization treatment of color dyes and some berries and fruits or pasteurizing in the ice cream mix. Sterilized ingredients should be stored in tight containers under refrigeration. Bottles of color and extracts must be kept tightly covered and only a sufficient amount should be taken out for use. The mixing water should be boiled and the mixing equipment sterilized frequently if used throughout the day's operations. Over-ripe fruits and substandard quality ingredients should be avoided.

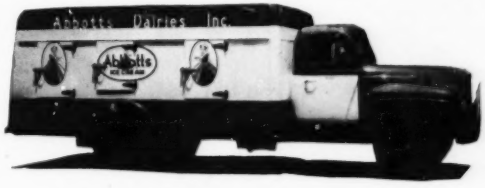
All barrels or containers of milk powder, condensed milk, fruit, color, extracts, or other ingredients should be thoroughly cleaned prior to opening, and should be kept tightly covered and stored under conditions to prevent contamination of the contents. Wooden sticks for specialty products must be clean and free from contamination and handled in a sanitary manner. Carton and retail container stocks should be properly stored and handled. In hand fabrication of cartons and containers minimum quantities should be made up ahead of time and handled in such a manner as to avoid contact with interior surfaces or exposure to airborne contamination. No cartons, novelty molds or other equipment used in the processing or packaging of products should be stored on the floor or on any unclean surfaces.

Sometimes, although what is considered to be adequately good practice has been followed, the analysis of the final product may show coliform contamination. Such an occurrence cannot be shrugged off as accidental because of the significance of the coliform organism itself and the potential danger its presence bespeaks. In these cases, unless the source is detected immediately through a rapid check of the practices in the plant, it may be necessary to run line samples at various stages in the operation. This will at least localize the point of trouble. However, it is always good wisdom to make a careful examination of the pasteurization procedure, check testing the temperature controls and thermometers, an examination of the equipment for broken seams or joints which would afford bacteria harborage, a review of the habits of the plant processing personnel and the method of handling the mix, a complete check of the cleaning and sanitizing procedure with special attention to milk-stone and film accumulation and examination and perhaps bacterial analysis of all ingredients to be added after pasteurization. This latter check will include the storage, handling and daily use of the flavors, colors, fruits, nuts and other ingredient supplies.

Ice cream and frozen dairy products in themselves usually constitute a better medium for bacterial growth than fluid milk and other dairy products. Furthermore, ice cream manufacture constitutes a far more complicated process through the storage and rehandling of mix, the holding of the mix possibly at too high temperatures, the extra handling of the product in troweling, molding, slicing and novelty manufacture, exposure during packaging and, above all, the necessity of adding some ingredients after pasteurization. All of these steps increase the chances of marketing a contaminated product and render the job of the ice cream manufacturer a more difficult one from the standpoint of bacteria control. Whether or not the presence of coliforms has a public health significance depends on the circumstances of introduction into the product.

This article is based on a talk presented at the recent convention of the National Association of Retail Ice Cream Manufacurers, held in Cincinnati, Ohio.

NEW YEAR'S RESOLUTION!



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In Delivering Ice Cream Daily
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French-Bauer

from page 57

leading to the hardening room. This makes a total of seven girls and two men.

It is interesting to note, among improvements at the plant, two new Creamery Package short time presses, having a capacity of 40,000 pounds of milk per hour, and a Mojonnier Tubular Heat Exchanger, of 20,000 pounds capacity at 200° without burn on, have replaced the old long time equipment. All milk and ice cream mix are pasteurized with exhaust steam at 1½# pressure. New Schleuter pipe washing equipment has been added. All doors are now stainless steel clad. A complete new rubber belt conveyor system manufactured by the Conveyor Specialty Company operates smoothly.

The enlarged cheese, milk, ice cream and mix operations required more refrigeration capacity and the company decided to supplement present equipment with booster compressors and auxiliaries. The equipment installed consisted of two 13¼" x 10½" Vilter vertical twin cylinder boosters and one 8½" x 8½" twin cylinder high pressure compressor which could also serve as a booster. An intercooler, a rotary liquid pump, liquid level indicators and other accessories were included.

An interesting hookup was made for the 8½" x 8½" unit—it was connected so that it could be operated as a booster, as a second stage compressor, or as a single stage low temperature machine for operating over weekends or holidays when the load is small.

Reduced Power Costs

Previous to the time the changes were made, three 18" x 20" twin cylinder compressors operated with ten inches of vacuum on a six-day week and at a maximum speed. Now only two of these compressors run on a five-day week basis, with 27# suction pressure, and at lower speeds, assisted by the steam driven booster. The new motor-driven units operate during off-peak hours to maintain proper temperatures. Power costs are reduced because of lower demand charges and reduced supervising engineer costs further serve plant economy. These changes, together with new stokers and water walls in the three 400 H.P. boilers, have reduced coal consumption approximately twenty-five per cent.

Thus a well integrated program of renovation and remodeling has changed this old Cincinnati plant into one of the most efficient in the country today.

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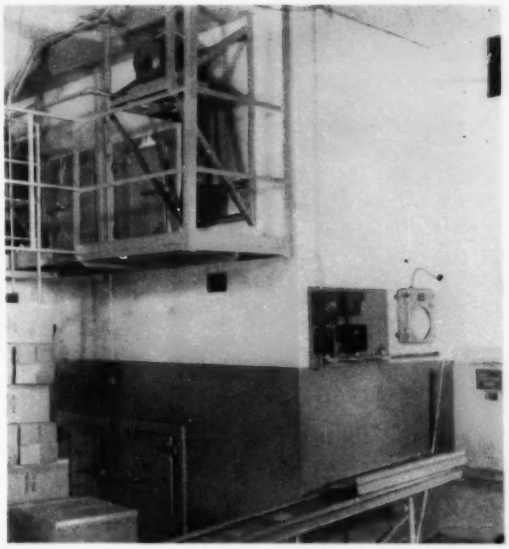
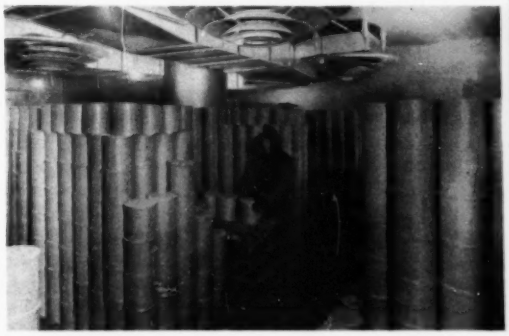


New Hardening room of French-Bauer Ice Cream Plant, Cincinnati, Ohio, where Hardening room capacity has been increased 35% with King Sharp Freeze Systems.



Efficient performance is achieved by two 7½ ton blower units with ducts and anemostats. Located in separate room, they are defrosted every two weeks, requiring only one half hour shutdown of each unit every other week.

No rebuilding to install a King System in your plant: each installation individually designed and engineered to meet your specific requirements . . .

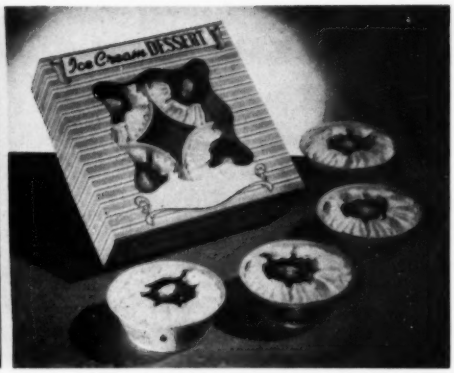
WRITE TODAY —
for further information—our engineering staff is at your service

The King Co. of Owatonna

Engineers and Manufacturers of
SHARP FREEZE, COOLING, VENTILATING HEATING AND DRYING SYSTEMS

902 NO. CEDAR STREET • OWATONNA, MINNESOTA

PHILADELPHIA DAIRY TART BOX



SUPERIOR DAIRY TART BOX

TARTS WITH "MODERN ANGLE"

ICE cream tarts with a "modern angle" to facilitate their production and merchandising currently are being manufactured by numerous ice cream plants of varying sizes across the country, typical of which are those operated by Philadelphia Dairy Products Co., Inc. of Philadelphia and Superior Dairy Company of Canton, Ohio.

In noting the "steadily increasing role" of these specialties in ice cream outlets, Arthur E. Bruggemeier, production authority of the Ohio concern, asserted that processing of tarts has been made much more simple by the development of the aforementioned "modern angle."

No Whipped Cream

Briefly described, this development has meant the production of 100 per cent ice cream tarts, and the elimination of whipped cream as an ingredient. Mr. Bruggemeier explained the background of this improvement as folows:

"Traditional ice cream tarts were decorated by whipped cream rosettes. For automatic production, this meant investing in a rosette decorator and a cream whipper as whipped cream cannot be successfully stored. The investment was $400 to $600. We found that in a steady tart run, whipped cream had a tendency to 'butter' in the decorator and this necessitated shutting down the operation to clean out the decorator.

"Another problem is that whipped cream is considerably more fragile than ice cream and possesses a very short 'shelf life.' Once a tart decorated by whipped cream went into our retailers' cabinets, its life ran out quickly, depending, of course, on the box temperature and handling it received. After seventy-six hours whipped cream had a tendency to sour or pick up off odors, the most common being a paper box odor. Over a longer period, whipped cream had a tendency to break down in texture and gray slightly. With open face cabinets and self-service business rapidly expanding, these became problems to which we gave serious attention.

"The solution was an all ice cream tart. We departed from the conventional tart and went into a more simple and economical process. Our new tart has overcome every production problem encountered in the past and is a product which combines flexibility with ease of handling and real eye appeal in a retailer's cabinet. It has proved to be the answer to self-service, open face cabinet merchandising.

Process And Equipment

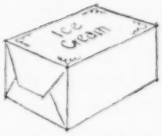
"Initial tests on this new product were run under my supervision and I suggested several modifications which were carried out. The process and equipment is as follows:

"A special patent nozzle affixed to the filling machine enables plant personnel to turn out a product that closely resembles the old fashioned pastry tart. The patented nozzle, which is furnished by Limpert

(*Continued on page 77*)

NO. 8 in a new, informative series:

How to combat the effects of "heat shock" in ice cream



In the time that lapses between initial freezing and eventual serving, your ice cream is subjected again and again to fluctuations in temperature -- known as "heat shock." No matter what precautions are taken, "heat shock" occurs in varying degrees from the time the ice cream is frozen until it reaches the consumer at the fountain or in the home.

COARSE TEXTURE A RESULT

Whenever ice cream temperature goes up and down -- creating "heat shock" -- a portion of its water content thaws and then refreezes. With every thaw and refreeze, the ice crystals and air cells tend to increase in size. This results in coarse texture ... because, as you know, there is a close correlation of smooth texture with small, uniform ice crystals and air cells.

STABILIZER CAN MINIMIZE "HEAT SHOCK" RESULTS

The stabilizer is of prime importance in protecting against the unfavorable effect of "heat shock" on the texture of the ice cream you produce.

First, consider the fact that the water content of ice cream falls into three categories:

(a) frozen ice crystals
(b) unfrozen or "free water"
(c) water "bound" by milk protein and stabilizer

The greater the proportion of moisture present as "bound water" in the stabilized mix, the less effect "heat shock" will have on ice cream texture. It is understood, of course, that this protection against "heat shock" reaction depends on the efficiency with which your stabilizer holds moisture over a wide temperature range (still producing an ice cream with proper body and melt-down).

COMPARE STABILIZERS

Protection against the harmful effects of "heat shock" is one of the most important reasons for using a stabilizer. In view of these facts, it is obvious that particular care must be taken to select the right stabilizer ... the one that gives you most efficient control over the effects of "heat shock." Therefore, before you make your choice, it is wise to conduct comparative tests of the ice cream stabilizers that interest you—subjecting the frozen ice creams to severe "heat shock." This will quickly indicate which stabilizer best protects the smooth texture of your fine product.

HUNDREDS CHOOSE GELOX

Yes, successful ice cream makers the country over choose Gelox as their favorite stabilizer. After careful testing they have found that Gelox provides maximum protection against the unfavorable effects of "heat shock." The reason is simple. Gelox combines, in scientifically balanced ratio, the most efficient materials known for stabilizing moisture in the mix.

Order a trial shipment at the quantity price for a test in your own plant. If not satisfied, you may return the unused product for credit at our expense.

Swift & Company

Stabilizer Department

CHICAGO 9, ILLINOIS

Makers of Gelox, Vestirine, and Vel-o-teen Ice Cream and Sherbet Stabilizers and Velvatex food gelatin

Citrus Flavored Sherbets

BY O. E. ROSS
National Pectin Products Company
Chicago, Illinois

SHERBET production is definitely on the upward trend. Production in 1950 was about seventeen per cent greater than in 1949, while the first seven months of 1951 (according to the October issue of Ice Cream Field) showed a twenty-one per cent increase over the first seven months of 1950. A continuation of increased volume can be maintained only through quality production.

Sherbets and ices are profitable items for the ice cream manufacturer and yet many plants make very little, if any, of either product. It is difficult to believe that one manufacturer can not sell sherbets or ices while another manufacturer, often in the same locality, has a good volume of business from these profitable items. Yet this often happens. The only answer to this situation is that quality, as always, pays off.

The housewife desires a sherbet or ice with a pleasing flavor, with just the right amount of tartness and one that has a good body and texture. Good sherbets are not made by accident but should be made from carefully controlled formulas that are followed closely from day to day.

The following study of citrus flavored sherbets and ices was introduced in order to show the type of flavor one might expect to obtain from fresh frozen purees now on the market as compared with juice derived from fresh citrus fruit.

Observations that we have made in different parts of the country have shown that some plant operators prefer the use of citrus flavored emulsions and extracts, while others like to use a combination of emulsions or extracts with fresh juices or fresh frozen purees. It was not the purpose of this study to indicate what flavors should be used but rather to show what flavors may be obtained from some of the fresh frozen purees that are available. Because of the wide variance in tastes of different individuals, it would be impossible to state which flavors should or should not be used.

In addition to flavor, this study was made to show the effect on the body and texture as well as the dipping temperature of the finished sherbet when the sugar solids in the formula are increased. Often we are asked the question "What can I do to keep my sherbets from getting too soft in the dipping cabinets?" Others ask why their sherbets and ices become hard and brittle and are difficult to dip. The answers to these questions along with others were demonstrated in a series of samples where the sugar solids content in the formulas varied from 24.50 per cent to 34.30 per cent.

Another series of samples was made to show the effect that different corn sweeteners have on flavor, body and texture as well as dipping temperatures when used in conjunction with cane sugar. The samples contained 31.50 per cent sugar solids of which 30 per cent was supplied by the various corn sweeteners on the market. In one sample of this series all of the sugar solids were supplied by cane sugar.

Increasing Milk Solids

In another series which consisted of only two samples, we endeavored to show the effect of increasing the milk solids on the flavor as well as the body and texture. All the liquid in one sample was supplied by whole milk, while in the other sample one-half of the liquid in the formula was supplied by milk and one-half by water.

In the next series the flavor was supplied from fresh citrus fruit, namely orange, lemon and lime, that had been forced through a Tuttle Press. Another set of samples was made exactly like the above series with the exception that the flavors used were supplied by fresh frozen purees.

The last series in this study consisted of formulas for ices, one with an average sugar solids content of 31 per cent, while the other contained a high sugar solids content of 36.47 per cent. The first sample had a 22¼ per cent replacement with dextrose, while the latter formula had a 33½ replacement with corn syrup solids.

Conclusions

It was the conclusion of many that the following formula was about right as far as sugar solids was concerned.

Formula		% Sugar Solids
19.50 lbs.	Cane Sugar	19.50
7.25 lbs.	Corn Sugar (Dextrose)	6.67
9.50 lbs.	Ice Cream Mix (12%)	1.42
0.50 lbs.	Sherbet Stabilizer	
5.00 lbs.	Frozen Orange Puree (5 plus 1)	0.83
58.25 lbs.	Water	
100.00 lbs.	Total Sugar Solids	28.42%

This sample was pulled from the freezer at 19.6 F. and dipped best at a temperature of 0 F. This particular sample, while not as smooth as the samples following it, indicated that this is about the maximum amount of sugar solids that can be used if the sherbet is to be dipped from a cabinet along with vanilla ice cream containing fifteen per cent sugar. This, of course, is true only if dextrose and cane sugar are used in the same proportion as indicated in the formula.

The results of this series indicated that as the total sugar solids are increased, the sherbets become much smoother with somewhat more flavor; however they were not as firm as the samples with lesser amounts of sugar solids.

The samples in the series that contained different corn sweeteners showed that there was not too much difference between the sample that contained a thirty per cent replacement of corn syrup solids and the one that contained a thirty per cent replacement of enzyme converted corn syrup. The sample containing dextrose corn sugar with a thirty per cent replacement was definitely much softer. The sample in which all the sugar was supplied with cane sugar had a good body and texture and an excellent flavor. However, this sample would not hold up in storage, but would become quite coarse and hard because of the sugar crystallization. This is why it is necessary to use a certain amount of corn sweeteners in all sherbet or ice formulas.

The all-milk sherbet sample created more interest than any other and, of course, was the subject of quite a lot of discussion. This sample contained 8.35 per cent total milk solids and was much milder in flavor and tartness than the companion sample that contained only half as much milk solids. The body and texture were much superior to that of any other sample, and were criticized by many as being too much like an ice cream. It was evident in this sample that milk solids tend to cover up flavor and tartness.

Frozen Purees Preferred

In the two series of samples showing the difference between the fresh juice squeezed from a Tuttle Press and the fresh frozen purees, the majority of those who examined the samples preferred the fresh frozen purees. The reason for this can be understood readily because the fresh frozen purees are processed from tree ripened fruit while the fresh juice was secured from citrus fruit that had been picked at a somewhat unripened stage before being shipped to market. The ideal arrangement, of course, would be to secure juice from tree ripened citrus fruit and add it to the sherbet or ice mix and freeeze immediately. This, of course, would be impossible for plants far removed from the citrus regions.

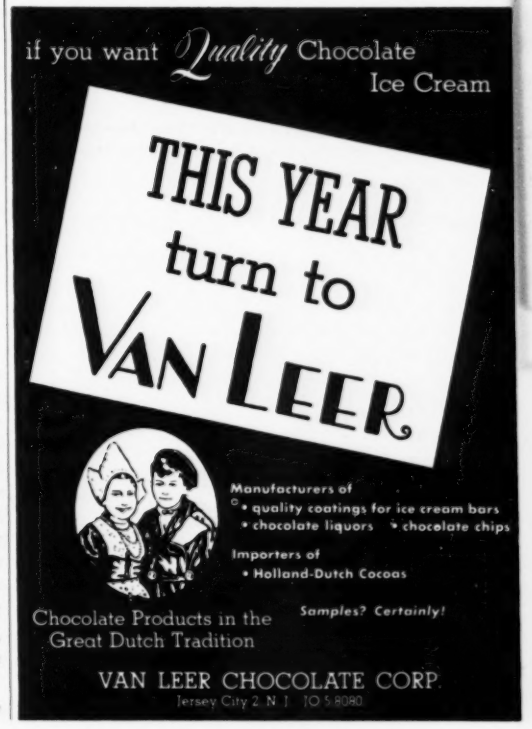
The two samples of ices were introduced to show how the total sugar solids can be increased by using a high percentage of corn syrup solids, thus producing a sherbet or ice with a very smooth texture and a good firm body, and yet have a dipping temperature quite like samples made with a lesser amount of dextrose. We believe that a 33½ per cent replacement on a 31 per cent total sugar solids would be the maximum amount to use in any ice or sherbet.

The aforementioned ice formulas are as follows:

		% Sugar Solids
23.50 lbs.	Cane Sugar	23.50
7.50 lbs.	Corn Sugar (Dextrose)	6.90
3.00 lbs.	Frozen Lime Puree	0.60
0.50 lbs.	Sherbet Stabilizer	.....
65.50 lbs.	Water	.....
100.00 lbs	Total Sugar Solids	31.00%

		% Sugar Solids
23.50 lbs.	Cane Sugar	23.50
12.75 lbs.	Corn Syrup Solids	12.37
3.00 lbs.	Frozen Lime Puree	0.60
0.50 lbs.	Sherbet Stabilizer	.....
60.25 lbs.	Water	.....
100.00 lbs.	Total Sugar Solids	36.47%

This article is based on a demonstration of sherbets and ices conducted during the recent convention of the International Association of Ice Cream Manufacturers by Mr. Ross, who is Chief Chemist of the National Pectin Products Company. Copies of the twenty formulas submitted at the convention may be had on request.


if you want Quality Chocolate Ice Cream
THIS YEAR turn to VAN LEER
Manufacturers of
• quality coatings for ice cream bars
• chocolate liquors • chocolate chips
Importers of
• Holland-Dutch Cocoas
Chocolate Products in the Great Dutch Tradition
Samples? Certainly!
VAN LEER CHOCOLATE CORP.
Jersey City 2, N. J. IO 5-8080

Hood Plant

from page 27

As may be discerned from the sample chart reproduced with this article, similar tasks are performed each month right through to early April.

Frequent meetings of plant supervisors are conducted during which various plant problems are discussed. Instruction is offered in the following subjects, among others:

1. Statistical quality control, with emphasis on how to analyze charts.
2. Work simplification, designed to make jobs easier to perform.
3. Sanitation, and its application to specific jobs.
4. Handling equipment and preventing damage.
5. Mixes—what mixes can do what.

When it comes to purchasing new equipment, the Hood management has devised what it calls a "justification sheet" to be filled out by departmental supervisors requesting such acquisitions. The procedure usually begins with the supervisor inspecting the equipment and, if he feels the equipment would add to the efficiency and/or output of the plant, he prepares the appropriate form for the scrutiny of top management.

As an example of this procedure at work, Mr. Symmes referred to a new automatic ice cream sandwich extruder and bagger, recently placed on the market by Anderson Bros. Manufacturing Company. This equipment has a capacity of 300 dozen units per hour, among other features, and this interested Mr. Symmes. A demonstration was held, and, favorably impressed, Mr. Symmes made his request that the extruder be purchased.

The "justification sheet" includes such information as why a specific piece of new equipment is being considered, where in the plant it would be used, a description of the new equipment, cost of the equipment, equipment eliminated by using the proposed addition, and the estimated savings for one year as a result of the new equipment.

The question of savings is investigated thoroughly on this Hood form. Specifics such as employee hours, labor cost, product cost, and others are studied. A sample of this form is reproduced on page 27.

Incidentally, Hood employees are never "surprised" with new equipment. Prior to or during the installation of such equipment, sound films are shown to those involved in operating it. The most efficient and safest methods of operating the equipment are illustrated.

There is one aspect of good housekeeping that is not left for the "slow" season at Hood's. That, of course, is plant sanitation, which is considered a year round project. Complete plant painting is completed once each year, with the task performed section by section.

The best evidence that can be offered to prove the efficiency of Hood's program for keeping its house in order consists of simple statistics. These show that in fourteen plant operations involving about ninety-five per cent of all ice cream production, there has been a fifty-seven per cent production increase during the last three years.

And, in a plant as large as that operated by H. P. Hood & Sons, that's a lot of ice cream.

Asselin's 50th Year

from page 54

tionally publicized replica of a milk bottle, measuring forty-two feet high, with the cap sixty feet off the ground (see photo at top of page 54). The diameter of the base is fourteen feet. The huge bottle was mentioned in Ripley's "Believe It Or Not" column some years ago.

The ice cream phase of the Asselin concern continues to be one of its mainstays. Known as the "Cream of the North," the Asselin brand of ice cream is distributed by a fleet of twenty trucks throughout the Upper Peninsula and northeastern Wisconsin.

Three continuous freezers have replaced the old-time brine freezers in the Asselin ice cream plant. About 3,000 gallons of ice cream may be turned out daily on this apparatus. Hardening room capacity is 10,000 gallons.

A full line of ice cream novelties is manufactured in the Norway plant. An average of 3,000 dozen ice cream bars are produced each day during the busy season. Included are Eskimo Pies, for which the local manufacturing franchise is owned by the Asselin organization.

The Michigan firm is affiliated with the Quality Chekd Dairy Products Association. William A. Asselin has served both as President and Secretary of the Upper Peninsula Dairy Manufacturers Association, and U. F. Asselin presently is a member of the Board of Directors of the International Association of Ice Cream Manufacturers. He is also a Director of the Upper Peninsula association.

Late last year, the firm's golden anniversary was honored with a lengthy feature article in the *Iron Mountain News*. In a newspaper advertisement signed by the President and General Manager, the Asselin company noted that "on our fiftieth year in the dairy business, we wish to express our deepest appreciation to all for your loyal support and ever-increasing acceptance of our products. So—we say thank you and hope that we may continue to merit your good will for another fifty years."

Selling

section

Selling Packages and Novelties

BY E. W. HENDERSHOT
The Borden Company, Ltd.
Toronto, Ontario, Canada

THE merchandising or selling of ice cream packages and novelties would have been a comparatively easy project only a few short years ago, because many can recall the time when ice cream novelties and packages involved only bricks, cups and ice cream on-a-stick. It is not necessary to go back too far in our sales ledgers to show the tremendous growth in the ice cream package and novelty field during the past few years, and today ice cream packages and novelties have become a most important part of our ice cream business.

It is readily seen that to try to cover merchandising details on such a variety of products would be impossible, and consequently, these remarks must cover the general trend of merchandising of these products with merchandising facts on a few specific products.

Specialties

Under the general heading of packages, the first breakdown could be specialized pints, such as pint pies, pint cakes, fruit rolls, sherbet rolls and cake rolls. Generally, this group of packages has not been merchandised with an overall merchandising campaign. Point-of-sale material has been the principal promotion, with some radio and newspaper advertising.

However, there is one merchandising tool that has contributed greatly to the successful sale of these items. That is the glassine window boxes, generally used in the packaging of specialized pints. That the ultimate consumer has been able to actually see the color, decoration and the size of these ice cream creations has proven a deciding factor in their ready sale, and with visual merchandising of ice cream becoming daily more important, window boxes should gain in popularity as a splendid merchandising medium.

Pint Bricks

The old favorite, the ice cream pint brick, in all its flavors has probably been the most highly merchandised ice cream product in the past ten years, with almost every conceivable type of point-of-sale material, billboards, wall bulletins, radio and newspaper advertising utilized.

However, it has been pointed out that many of our better dealers are still unable to tell their customers what constitutes the special brick of the month, and in some cases what variety of regular bricks are carried. This limited customer knowledge of our favorite package might indicate that as an industry we might be able to do a little better job of merchandising pint bricks.

There are many companies, however, who have used with marked success a complete package merchandising plan, covering regular bricks as well as a special flavored brick each month, by means of radio and newspaper coverage, point-of-sale material, dealers' letters, dealers' dodgers and painted outdoor signs. Another merchandising tool for ice cream bricks gaining popularity in Canada is the various colored brick cartons or cartons displaying the various ice cream flavors in pictorial form, thus making the consumers' choice much easier.

A recent development in pint packages has been the factory filled round pint. Although many companies have had round pints for some time, several intensive merchandising campaigns have taken place during the past two years, all tending to popularize the round pint as a real extra sales-getter. As an illustration we would like to give you a grief resumé of the Lady Borden round pint merchandising campaign.

The entire campaign was centered around the idea of high quality ice cream and from the standpoint of prestige in the market and brand name tie-in we feel this campaign has been most successful.

A committee was set up to determine the detailed and overall merchandising plan to be used, and all advertising material was purchased well in advance of the spring release date of Lady Borden.

A week before the campaign opened, a general sales meeting was called, with all managers, sales managers, branch managers and salesmen from all ice cream operations present. Here a preview of the Lady Borden campaign was presented in all detail and the finished product was on hand for sampling.

During the following week each ice cream division held similar meetings with all ice cream and milk personnel; thus, everyone within the organization was well informed on all details of the Lady Borden campaign.

Special meetings were held in all divisions with salesmen and route salesmen, and their efforts were directed almost entirely toward the Lady Borden campaign during the first two weeks of its presentation to the consumer. Special bonus prizes and incentives were set up for both route salesmen and salesmen.

Finally, the Lady Borden campaign started with radio, newspaper, street car cards, combined with personal sales contacts, sampling in dealers' stores, point-of-sale material, dealer letters, dodgers, billboards and window displays, to give a very intensive merchandising campaign on the new pint package of Lady Borden ice cream.

One merchandising tool used in this campaign was the salesman's portfolio, which gave the overall story of Lady Borden and could be used by salesmen to explain this new product to their customers.

Thus a complete merchandising campaign was used for the round pint package and a similar type of merchandising could be utilized for any pint package.

Half-Gallon Containers

The half-gallon container is a new and interesting packaged item in Canada. As far as we know, this item has not been introduced yet with an intensive merchandising campaign. Most of our information must come from ice cream trade publications and reports from ice cream association meetings in the U.S.A. From this source it would appear that the

SCHNABEL
ALL-STEEL
ICE CREAM BODIES
First, and Years Ahead, in . . .
• EXCLUSIVE FEATURES
• SCIENTIFIC CONSTRUCTION
• EASE OF OPERATION

Check their many outstanding features and see why these smart, new SCHNABEL Ice Cream Bodies are the most copied in the industry.

● They are all-steel construction—no nails or screws to come loose. They're built tight—they stay tight. No mouldings. Panels are sealed to stay. No leaks. Faster pull down. Longer hold down.

● They are lighter—1000 lbs. lighter—than many competitive bodies of lesser capacity.

● Floor line is level with door frame making it easier for driver to unload . . . easier to clean. No unsanitary drains or traps.

● Compressor*—most accessible in the industry for servicing—is located *below* the floor line, allowing front doors on both sides to be set at floor level. Easier loading and unloading.

● Separate Condensing Unit—larger than average—provides faster cooling, less head pressure. Placed to avoid picking up dirt.

● Tank pan made of 16 gauge steel, welded (not soldered). Leaks are eliminated.

● Formica used in doors and door jambs (Masonite, if desired). Single, one piece molded rubber gasket. Slam-type door locks.

● Exclusive construction permits use of fewer plates providing less weight and lower center of gravity.

● Scientific balancing makes Schnabel Bodies operate like pleasure cars . . . drive easier . . . ride smoother. Your drivers will like them better.

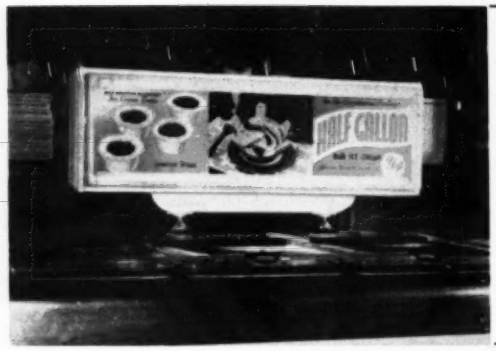
● In short, Schnabel All-Steel Ice Cream Bodies represent the best that advanced engineering, constant research and progressive development in body design and construction can produce. Our 92 years experience in building *Quality* transportation is your guarantee of satisfaction.

Write today for complete information.

* *Pat. Applied for arrangement of Compressor Compartment*

We reserve the right to change specifications without notice.

TRUCK BODY DIVISION
THE SCHNABEL COMPANY
Established 1860
South Tenth Street · HUbbard 1-3000 · Pittsburgh 3, Pa.



BACKLIGHTED SUPERSTRUCTURES TO PROMOTE SALES

Easily attached to any ice cream cabinet. 3 models, each in single face holding 2 or 3 illustrations, or double faced for island-type cabinets holding 4 x 6 Pix; with or without flavor slides. No mounting between glass; Pix quickly changed. New Pix now ready.

Full line of de luxe Laminated Plastic Flavor Slides fit superstructure illustrated, and most ice cream cabinets. *Ask for new illustrated folder with prices.*

BROWN-BLODGETT, INC.

407 Empire Bank Bldg.

St. Paul 1, Minnesota

Phone Garfield 8544

following merchandising features are most important in the half-gallon:

1. A variety of flavors is needed.
2. The selling price must be slightly lower than four pint bricks, and the gross profit to the dealer must be lowered.
3. Introductory and sustaining advertising and merchandising is necessary.

How many homes in Canada are equipped to store the half-gallon container of ice cream? That is the all important question that many ice cream manufacturers have been asking before starting on a half-gallon campaign, since it is obvious that the sales of half-gallons must bear a direct relationship to the number of home food freezers and refrigerators with large freezing compartments.

An interesting estimate of this situation has been made by a large Canadian refrigeration company. Their estimate is that today in Canada there are 10,000 deep or home freezers and that by 1960, just eight years away, there will be in Canadian homes a total of 260,000 deep freezers.

This estimate of deep freezers, added to the ever increasing number of domestic refrigerators with large freezing capacity, gives an optimistic outlook for the future of half-gallon packages in Canada.

Novelties

Under the general heading of novelties we have a vast variety of ice cream confections, ranging from frozen stick confections to sundae cups. Novelty sales have shown the most remarkable increase during the past few years. Only ten years ago some companies estimated the percentage of novelties to total ice cream sales as low as fifteen per cent against an estimated high of forty per cent for this year.

There are probably many merchandising principles involved in the marked increase in novelty sales. In our discussion on this subject only a few of these factors can be covered.

The selling price of novelties has been a potent factor in their sales. It's only natural in today's price market that articles selling at five cents, six cents or even seven cents have a tremendous pulling power, particularly as far as children are concerned.

Stick novelties have been the center of a tremendous merchandising campaign. The point-of-sale material and the free gifts in return for novelty bags has probably been the most consistent and the most outstanding merchandising campaign in the ice cream industry. Many of us have taken these stick novelty campaigns for granted, simply because the same type of merchandising program has been carried on for so many years.

There are other novelty suppliers now working on a somewhat similar plan and although not as yet so well accepted, we understand their program has become very effective.

The impact of visual ice cream equipment as a means of merchandising novelites has had a decided influence on ice cream novelty sales. People will buy what they can see and pick up items that are readily accessible.

The latest merchandising plan for novelties has been put into effect in the theatres. A brand new potential market has been opened up by the selling of ice cream novelties in theatres. This job has been accomplished by the theatres themselves and we in the ice cream industry can take little credit. We were literally "dragged in by our heels" and to our amazement we have discovered that there is a huge volume of ice cream sales in theatres.

One of the most important points to remember is that selling ice cream to theatre audiences does not take sales from your regular outlets.

Visual ice cream equipment is utilized to advantage in theatres, and where there is enough room for this type of equipment it has proven a most successful merchandising tool.

One theatre chain uses films on the screen at intermission to advertise ice cream and then uses peddlers throughout the theatre to sell ice cream novelties. This merchandising plan also has been very successful.

This article is based on a talk given during the recent convention of the Ontario Association of Ice Cream Manufacturers, held in Toronto.

Quality Chekd Stress On Sales, Production

THE eleventh general membership meeting of the Quality Chekd Dairy Products Association attracted over 150 representatives of the member companies to Chicago on November 28 and 29. Irving B. Weber, the association's President since its founding, was re-elected for the coming year, as were all officers and members of the Board of Directors.

The slate included A. R. Loomis of Fort Dodge Creamery Company, First Vice President; R. P. Touton of Shurtleff Ice Cream Company, Second Vice President; P. C. Carver of Carver Ice Cream Company, Secretary; L. T. Potter of Potter Ice Cream Company, Treasurer; and Harlie F. Zimmerman, Managing Director. Campbell-Mithun, Inc., of Chicago again was endorsed and its work approved as the association's advertising agency.

Highlights of this year's sessions were the sales and production panels conducted by representatives of the member companies. Herein were provided ideas and answers to problems that were troubling individual firms. Participating in the sales panel on milk were Walter Baker of N. L. & Mohegan Dairies; W. H. Ives of Emmadine Farms, Inc.; Harry Hartman of McDonald Cooperative Dairy; James Strosburg of Wendt's Cream Top Dairy; Dale Bedlion of Superior Dairy Company; and V. J. Ashbaugh, Sr., of Durham Dairy Products, Inc.

Participants in the production panel, which emphasized ice cream, included L. A. Perkins of Armstrong Creamery Company; Dr. V. C. Stebnitz of Chicago Dairy & Food Labs; James Alexander of Hygeia Milk Products Company; Roger Cammack of Crescent Creamery Company; Russell D'Agostino of Golden Crest Farm Ice Cream Company; and Ray

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QUALITY CHECKD Dairy Products Association held its annual convention recently in Chicago. Pictured there were (left to right):

FIRST ROW: Harmonizing on the Quality Chekd theme song are Harvey Richards, Sr., Hygeia Milk Products Company, Harlingen, Texas, Robert J. Darrow, Darrow Ice Cream Company, Albuquerque, New Mexico, E. H. Denny, Birtchert Dairy, Inc., Norfolk, Virginia, and seated at the piano is Harlie F. Zimmerman, Managing Director of Quality Chekd; Four of the models who participated in the dramatization of the importance of flavor identification; Two of the Quality Chekd "actors" who participated in the skit on how to merchandise a fountain outlet.

SECOND ROW: Irving B. Weber (President of Quality Chekd), Sidwell Ice Cream Company, Iowa City, Iowa, C. E. Hentrich, account executive, Campbell-Mithun, Inc., John Richards, Hygeia Milk Products Company, Harlingen, Texas, James I. Daley, Emmadine Farms, Inc., Beacon, New York, and Thomas D. Antollino, Golden Crest Farm Ice Cream Company, Inc., New Haven, Connecticut; Howard B. Grant, publisher of ICE CREAM FIELD, at the speaker's rostrum; Seated are Irving B. Weber and Mark A. Fuller, French-Bauer Company, Cincinnati, Ohio, standing are L. T. Potter, Potter Ice Cream Company, Waterloo, Iowa, R. A. Perry, Hygeia Refrigerating Company, Elmira, Indiana, P. C. Carver, Carver Ice Cream Company, Oshkosh, Wisconsin, and Harold E. Meyer, Meyer-Powers Ice Cream Company, N. Braddock, Pennsylvania.

Drew of Shurtleff Ice Cream Company.

In the final sales panel on ice cream, A. C. Routh of Ehmond Dairy Company served as moderator, with the following members tackling the questions: V. M. Orear of Ideal Pure Milk Company; Horace Glass of Polar Ice Cream Company; Joe McCluskey of White House Ice Cream Company; Carmen Stornant of McDonald Ice Cream Company; and Arthur Barbieri of Golden Crest Farm Ice Cream Company.

The importance of the food store in today's dairy market was outlined by R. M. Holman of the Kroger Company. Milk and milk products, according to this speaker, are major traffic builders in food stores. A good job of selling milk leads to increased sales of other dairy items, especially ice cream, he declared.

Suggestions for more effective selling of ice cream through soda fountains and particularly the independent retailers were presented by Howard B. Grant, publisher of Ice Cream Field. He pointed out that the soda fountain has been neglected by the ice cream manufacturer as well as by the dealer, to the discouragement of the consuming public. Many of Mr. Grant's constructive suggestions will be published in the next issue of Ice Cream Field.

Added emphasis was given to the balanced selling theme by Clint Hentrich, account executive of Campbell-Mithun, Inc. Merchandising effort should not be concentrated on one type of product or outlet, he said, but on all outlets and products in order to capitalize on impulse sales possibilities of packaged products in dry stops and bulk products in wet stops.

In presenting a report of the association's progress for the year, Harlie F. Zimmerman said that in the final analysis the only way to measure an organization's growth is by looking at the sales results. Sales of Quality Chekd members, he stated, are leading the industry average per cent gain by 3.2 per cent for the first three quarters of the year. A report of Quality Chekd's new products development program also was presented.

The role of point-of-purchase material was demonstrated effectively with several informative and entertaining skits. Twelve lovely models stepped one by one from a giant Quality Chekd ice cream carton to dramatize the importance of store identification of flavors.

BULK SALES

"Bulk Sales—How To Increase Them" was the title of a talk presented during the Quality Chekd convention by Howard B. Grant, Publisher of ICE CREAM FIELD. It will be published in full in the February issue. Watch for it.

THE Finest LINE of FOUNTAIN-LUNCHEONETTE EQUIPMENT
and MOST COMPLETE
QUALITY SODA FOUNTAINS . . . LUNCHEONETTE EQUIPMENT
STANDARD ISLAND FOUNTAIN UNITS . . . BOBTAILS
COMPLETE ICE CREAM, DAIRY STORE and RESTAURANT EQUIPMENT
All Backed by more than 40 YEARS of EXPERIENCE!
Write for CATALOG
DISTRIBUTORS:
Some desirable territory available to qualified established concerns
Everything FROM A SINGLE UNIT TO A COMPLETE INTERIOR
GRC
GRAND RAPIDS CABINET COMPANY
427 ALABAMA AVE.
GRAND RAPIDS, MICHIGAN

WE ARE NOW BOOKING

To May 31st

BUTTERED TOASTED PECAN CONTRACTS

Write Us For Particulars

CHAS. A. PETERSON CO.

917 CARNEGIE AVE., CLEVELAND 15, OHIO

Tarts

from page 66

Brothers, Inc. on a lease arrangement (an extension of their Sun-D-Cup nozzle) not only decorates the tart, but leaves in it a control depression in which fruit or cholcolate topping is poured.

"The decoration is an innovation in itself. It consists entirely of ice cream—not whipped cream—and is fluted around the outer edges of the tart.

"The benefits we have derived from this new tart are substantial. Our initial search was for a new type tart which would solve the production problems I have already discussed. We were pleased to find that our new tart was a sturdy merchandising headliner which satisfied the three traditional cardinal points, which are:

1. Eliminated previous production problems.
2. Produced a more economical tart thereby effecting a lower product cost.
3. Produced a more colorful, more durable product capable of an immeasurably longer box life, thereby increasing sales, and minimizing "returns."

ARTHUR BRUGGEMEIER supervises production for Superior Dairy Company. He is well-known in the industry for his work with diabetic ice cream.

"The new tart, in doing away with the decorator and a cream whipper, eliminated one man from the operation, thereby effecting a labor saving. Another production consideration is the simplicity and cleanliness of our new operation. And, finally, we found our actual material savings in using an all ice cream tart over a whipped cream decorated tart averaged out to a ¾ cent saving per tart or three cents' saving per box of four tarts."

The Philadelphia Story

Much the same experience was reported by Bill Laverty of Philadelphia Dairy Products Co., Inc. This firm welcomed the "modern angle" to tart manufacturing because of a "tremendous demand" for these specialties.

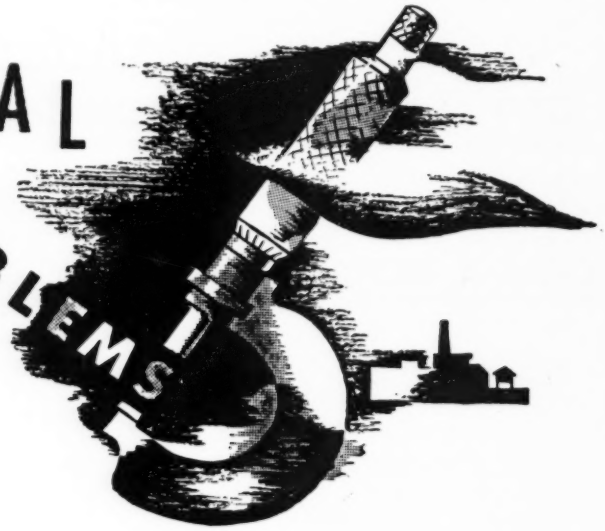
Mr. Laverty was further impressed by the fact that little new equipment was necessary to produce the all ice cream tart and much standard ice cream plant equipment, such as the Anderson Bros. filling machine, could be adapted to its production.

At both the Philadelphia and the Superior plants, tarts consist of four fluid ounces of ice cream and one ounce of topping, with strawberry and cherry acknowledged as fruit flavor favorites. But whereas the Ohio organization turns out the tarts packaged four to a box, the Philadelphia firm is a believer in two to a box.

As a matter of fact, Philadelphia Dairy Products formerly packaged the tarts in boxes of four, but observed that the size of the boxes impeded efficient stacking in dealers' cabinets. Furthermore, a survey indicated that consumers prefered the tarts in boxes of two; very few bought four at one time.

Before long, the Marathon Corporation provided a cellophaned window box to hold two tarts. This box had grooves for the tarts to eliminate sliding. The design of the exteriors conformed to that of other Philadelphia Dairy (Aristocrat brand) products. Dealers appreciated the change, Mr. Laverty stated, and sales have increased appreciably.

TECHNICAL PROBLEMS



By DR. C. D. DAHLE
Technical Editor, Ice Cream Field

Formulas Needed?

Will you please send us two copies of your booklet on the manufacturing of ice cream and ice cream products. Please include the formulas for the manufacturing of regular, soft, sherbet, Spumoni, and Custard mixes.

Answer

I am sending under separate cover two copies of Circular 277 on the manufacturing of ice cream. These booklets tell you how to process the mix and also how to calculate the formula.

In this booklet you will find numerous formulas for a 12% ice cream mix, made from various available ingredients. The formulas are listed for regular ice cream but the same can be used for the soft ice cream. Ordinarily, however, when soft ice cream is made in your state, it no doubt would test only 10% butterfat while the regular ice cream which I have listed in the bulletin, will test 12% butterfat. The soft ice cream usually contains less fat and probably a little more milk solids-not-fat. Therefore, for soft ice cream, I would have it test 10% fat and about 12% serum solids. The other ingredients can be the same as you have in the regular ice cream.

A very good sherbet formula for ten gallons of mix would be approximately as follows:

20 lbs. of corn syrup solids
12 lbs. of cane sugar
52 lbs. of skimmilk (or a combination of milk which will give you 5% milk solids)
7 to 8 ozs. of 50% citric acid solution (depending upon taste, but in most cases it would probably be around 7 ozs.)
8 ozs. of gelatin, stabilizer
Water, to make a total volume of ten gallons

Custards, of course, are products containing egg yolk, and your state has set standards for the amount of egg yolk solids necessary. There is a formula included in this bulletin which you are receiving for custards.

Spumoni is a special ice cream and is made by lining a cup with vanilla ice cream and then dropping some chocolate ice cream in the center, covering with a rich mixture of nuts, fruit, etc. and flavored with rum. This may be a product of higher fat content. The size of the cup depends on the size of the serving. In some restaurants, a cup is cut in half and if a larger cup is used, perhaps the servings are only one-fourth of a cup.

Proper Pasteurization?

Would you please send information as to the proper procedure of pasteurization for ice cream mix.

Answer

I am sending under separate cover a bulletin describing in detail the manufacturing of ice cream, and in this will be something pertaining to pasteurization.

In pasteurization of an ice cream mix by the batch system, which I assume you are using, we usually dump the liquid materials into the pasteurizer while cold. Then after all the liquid materials are in, we sprinkle the stabilizer on the surface of the mix while the mix is still cold. With the stabilizer, of course, is sugar which should be mixed with the stabilizer at the rate of about four or five or more to one. The sugar facilitates the dispersing of the stabilizer.

The sugar is usually added at 130 to 135° or it can be added before that. Do not add the sugar if it is dry sugar, to a cold mix, as you may not get proper dissolving. We usually heat the mixture to about 120° before we add the sugar, at least.

I would heat the mixutre to 160° and hold it for twenty minutes, or maybe thirty minutes, and then run it directly to the homogenizer.

Custard In Switzerland?

I have received your very interesting circular 277 "Commercial Ice Cream Manufacture" where I found your two recommended recipes for custards of ten and twelve per cent butterfat content.

For the first time, I tasted "Frozen Custard" in New York and after my return to Switzerland, I decided to try to introduce it in our market. I had been told that the custards

sold over the counter in New York had only a butterfat content of three to four per cent. Swiss food regulations would not permit the commercial sale of such a product, the required minimum being eight per cent. Furthermore I had been informed that an increase in the butterfat content would considerably deteriorate the quality and consistency of frozen custard. I plan seriously to purchase some equipment to start on a small scale and on a trial basis the manufacture of custards for direct sale over the counter to the public.

Before going any further, I take the liberty to ask you for some expert advice. Being not equipped to manufacture the mix which, as I understand, is to be pasteurized, we intend to purchase ready mix from the U.S.A. To make a start we intend to organize the sale at fairs only, with only one operator attending to the service and sale of the product. As we want to operate only one gallon per hour units we wonder whether:

(1) ready mix in powder form may be purchased from an American supplier
(2) this ready mix (only vanilla flavor required) must be diluted with pasteurized and homogenized milk or cream and be poured into the machine which prepares the ready-for-sale product.
(3) such mix would be suitable for a custard of ten per cent butterfat content.

As far as I could see, the small custard operators had only a few carton boxes handy which seemed to contain powder. They did not cook or stir anything in a kettle or did I ever see milk or cream in their stands. I might be wrong at that and I would be most grateful for your kind advice as to how far such a set-up must be organized to operate properly and economically.

Answer

I believe you have been somewhat misinformed as to the fat content of custards in New York. New York State has a law which requires that custards test ten per cent butterfat and have a definite egg content just like many other states.

I do not know of any company that makes a frozen custard mix that would meet all requirements but I am putting you in touch with some companies that have been making a dry ice cream mix. These may have a custard mix but I am not certain.

You mention that you have homogenized milk and cream in Switzerland. If you do have, then you can make a formula just like I have in my book. If you are not in a position to make the entire mix you can use pasteurized and homogenized milk and cream to which you should add some milk powder or condensed milk such as the formulas in the book show, along with some egg yolk, and then heat the entire mix up to dissolve the egg yolk properly. If you do not have dried egg yolk you may use fresh eggs or perhaps just the egg yolk.

I believe I would get a larger freezer than just the one-gallon-per-hour unit. This is very small if you have any type of business at all. I would also suggest getting a freezer wherein you can serve the ice cream soft from the freezer into the cones or edible receptacles.

You can also draw this off and harden the product.

If you are able to obtain a dried mix in this country all you would have to do then, of course, would be to add water to it and agitate enough to dissolve the solids and then freeze.

ONE TO SERVE and TWO FOR RESERVE

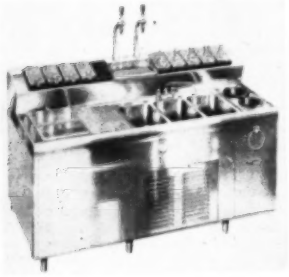
Sell a variety of flavors and an assortment of sizes to be served at tonight's family dinner, and enough left over for unexpected company. Increase your volume with multiple unit sales.

JIFFY INSULATED BAGS protect ice cream from melting in the warm indoor temperature of the store, regardless how long and leisurely the shopping trip. They invite the housewife to linger longer at the store—make other stops—and reach home with her purchase of ice cream in perfect condition.

Jiffy INSULATED PACKAGING DIVISION MANUFACTURING COMPANY Hillside ★ New Jersey

New Products

NEW BOBTAIL 1



The advent of a new bobtail fountain is announced by its manufacturers, the Grand Rapids Cabinet Company. Length is 66" with either remote or self-contained refrigeration unit.

The unit's all-welded body is bonderized and finished in aluminum, heavily insulated with corkboard, with heavy-gauge stainless steel one-piece top reinforced with a stainless steel streamlined lip, and is stainless steel faced. It has triple sinks equipped with stainless steel basket strainers, instantaneous soda and water cooler, and dry storage compartment. Six-inch legs provide sanitary, off-the-floor sanitation.

DIETERT FOLDER 2

Harry W. Dietert Company has issued a new folder which describes the firm's line of moisture testers. These devices offer a ready means of determining moisture in any material, whether it be solid, granular, liquid, or semi-liquid. The booklet pictures each model, and lists specifications. Copies of the folder are available on request.

JOHNSON BROCHURE 3

The H. A. Johnson Company has published a brochure which marks the firm's seventy-fifth year of business activity. The brochure traces the history of the firm, and its continuous expansion. It explains the operations of the various departments maintained by the firm, and lists key personnel.

A "tour" of the new company plant is included in the booklet. Manufacturing, storage. and office facilities are pictured. Also listed are the firm's many products for bakers, confectioners, ice cream makers, hotels, schools, restaurants, hospitals and soda fountains. Copies of the brochure are available on request.

FEBRUARY PROMOTION 4

Whitehouse Cherry ice cream, a flavor introduced in 1919, will be the February ice cream feature of G. P. Gundlach & Co, merchandising and sales counsel to the dairy and ice cream industry.

With thirty-two years of merchandising experience in resarch and marketing of Whitehouse Cherry, Gundlach officials report "hundreds of ice cream plants in all sections of the country use the complete Gundlach promotion campaign each February."

The Gundlach organization supplies complete product, sales, merchandising and advertising formula to ice cream manufacturers for integrating the marketing campaign.

EMULSOL BOOKLET 5

The answer to "what does Emulsol make?" is available in a compact new product list released by the Emulsol Corporation. The products described include many in the field of food technology. This brochure is available upon request.

JOLI-POP 6

Availability of a stick novelty consisting of an ice cream core surrounded by an aerated gel sheath and chocolate coated has been announced by its inventor, Sabin Oprean. The gel is composed of vegetable oil, sugars and stabilizer, and may be flavored and colored as desired. Composition and labeling details reportedly have been cleared by New Jersey food, drug and health authorities.

The purpose of the aerated gel, according to Mr. Oprean, is to enable "an easy bite," and to prevent teeth from becoming "cold-shocked." The gel mix is dissolved in water at ice cream plants; after heating and cooling, it is whipped and made into "Joli-Pops" in a manner depending on individual plant facilities.

MANUAL NO. 5 7

Number five in a series of maintenance manuals has just been issued by Cherry-Burrell Corporation to help users of soaker type bottle washers set up a program of planned maintenance in their plants. Its twelve pages contain sixteen photos and two drawings.

Readers who are planning to revise

INFORMATION PLEASE

Your Firm Name .....

Address .....

Your Name .....

Your Title .....

To New Products Department,
Ice Cream Field
19 West 44 Street
New York 18, N. Y.

I would like to know more about the following New Products mentioned in the January issue.

(Print Identifying Numbers)

☐ ☐ ☐ ☐ ☐ ☐

Hudson's
VANILLAS
Hudson Manufacturing Co.
Vanilla Products
EST. 1888
6310 LINCOLN AVE., MORTON GROVE, ILL.
Finest Vanillas for Over 60 Years

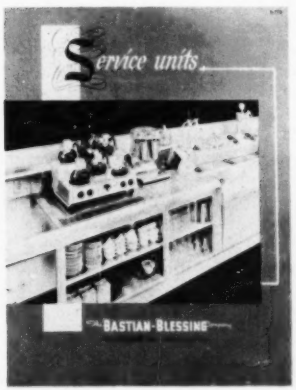
HOOTON
CHOCOLATE FLAVORCOAT
Made with CHOCOLATE LIQUOR
better taste for ice cream bars and novelties
HOOTON CHOCOLATE COMPANY
NEWARK 7, NEW JERSEY

their plant layout to increase production and efficiency will be interested in the section that tells how to locate the washer in its new position and what tests sould be made before putting it into operation.

Of general interest are sections on washer operations, checkup, cleaning and lubrication. There is a list of ten points about each washer that should be checked daily as well as a description of seven cleaning steps that will help assure proper functioning of the washer.

The booklet also contains advice on how to prepare a complete manitenance file for each machine in the plant. Copies of the manual are available on request.

SERVICE UNITS BOOK 8



A new eight-page catalog describing various service units for soda fountain operators and restauranteurs has been published by the Bastian-Blessing Company, fountain-luncheonette manufacturer. It contains descriptions of facilities for both refrigerated and dry storage, service stands for appliances of all kinds and such other conveniences as refrigerated hamburger dispensers and lowerator dispenser stands —all designed to speed service, save steps and keep the fountain neat and presentable.

A free copy of this new catalog, No. S-770, is available on request.

SUGARNUT CONTEST 9

President Joe Kniffin of the Standard Fruit Product Company has just announced an unusual competition that will close March 15. He is asking someone in the industry to christen the new Standard Fruit trade character, "the Sugarnut Man," who is to serve as advertising representative for the sixty-year old manufacturer of flavors and fruits for the ice cream manufacturer.

The winner will be awarded a $25 Defense Bond. All names become the property of the Standard Fruit Product Company and will not be returned.

Mr. Kniffin believes that the Sugarnut Man will symbolize to the industry that personal attention is given to every request.

Entries should be addressed to the company.

SELLING BOOK 10

Fred DeArmond is the author of a new book called "Selling Sense for the Route Salesman" which contains suggestions designed to aid sales personnel produce greater volume from any territory.

The book is directed at the individual salesman, but sales managers and other supervisors will find it helpful also, the publishers state. Inquiries should be directed to this magazine.

"FACT REPORTS" 11

A new series of "Fact Reports" telling about the increased sales volume and profits produced by window displays and in-store displays has been compiled by the Point-of-Purchase Advertising Institute.

These "Fact Reports" present case histories of the use of product-displays in retail outlets. They point out how much various types of displays in retail stores add to the effectiveness of an overall advertising program. They tell how displays produce increases in sales volume and profits.

POPAI'S Education and Research Committee is headed by Wm. Melish Harris, President of Wm. M. Harris Associates. He was formerly Sales Promotion Director of National Biscuit Company, and of National Dairy Products Corporation. A "Fact Report" will be issued by POPAI about once a month in the future; any national advertisers who would like to have copies of these "Fact Reports" may obtain them on request.

Illinois Ice Cream Men Elect Credicott, Heath

J. R. DOWNING, Downings' Dairies, Rock Island, Illinois, was elected President of the Illinois Dairy Products Association Board of Directors during the annual meeting held from December 10 to 12 in Chicago's Hotel Morrison. He succeeeds C. V. Holmes, Champaign, who had served for two years. Robert Gordon, the Borden Company, Elgin, was elected Vice President, and M. G. Van Buskirk, Chicago, was renamed Executive Secretary.

New members elected to the Board by the commodity groups were: Henry Soldwedel, Pekin, and Phil Sang, Chicago, from ice cream; H. E. Powell, Rockford, and L. W. Roszell, Peoria, for milk; Ed Credicott, Freeport, and A. H. LeGrande, Champaign, butter; and Don Hemb, Chicago, and James Burke, Chicago, ice cream mix.

New President of the Illinois Association of Ice Cream Manufacturers is R. J. Credicott, Freeport Dairy Products, Freeport. Vernon Heath, L. S. Heath & Sons, Robinson, is Vice President and members of the board are Harry Strong, Midwest Dairy Prolucts Corporation, Chicago; Borch Clearwater, the Borden Company, Danville; J. E. Stewart, Allen Ice Cream Company, Rockford; Robert Owen, J. D. Roszell & Company, Peoria; and Delos D. Huxtable, Beatrice Foods Company, Champaign.

A. H. Bluemke, Cream Products Distributing Company, Cicero, was elected President of the Illinois Ice Cream Mix Manufacturers & Distributors Association, and Gordon Young, Dressel-Young Dairy, Granite City, Vice President. Board members are Steve Kostakos, Honey Hill Corporation, Chicago; W. H. Brazelton, Normal Sanitary Dairy, Normal; E. J. Rust, Peoria Producers Dairy, Peoria; John Englehardt, Beloit Dairy, Chicago; and W. R. Lloyd, Benson Creamery, Decatur.

The Illinois Dairy Products Association Boosters elected George Newman, S. J. Wolff & Company, Chicago, President. Ted Schedler, Culligan-Zeolite Company, Northbrook, is Vice-President; John E. Clarke, Nestle's Chocolate Company, Chicago, Secretary; and Robert P. Christiansen, R. P. Christiansen and Company, Winnetka, Treasurer. Board members are King Karnopp, Kalva Corporation, Waukegan; J. B. Talley, Frigidaire Sales Corporation, Chicago; Frank Brashear, Cherry-Burrell Corporation, Chicago; Frank Strong, Whitson Products Division of the Borden Company, Evanston; Robert Lamson, International Paper Company, Oak Park; and Oscar Valentine, Beck Vanilla Products, East St. Louis.

Despite the political aspects of 1952, the dairymen of Illinois spent all three days on the problems of production, sale and distribution of milk, butter, cheese, cream and ice cream.

Dairy prices will do a little "catching up" in 1952 as a result of rising employment and income but there will be no "lush profits" Ernest T. Baughman, agricultural economist, Federal Reserve Bank of Chicago, said in a key address.

E. W. Tiedeman, Chief of the Dairy Branch, Food and Restaurant Division, Office of Price Stabilization, Washington, D. C., declared:

"There is nothing in the picture at the present time that indicates dairy products will be frozen at the parity level. Regulations will be set up during the next four to eight weeks but will not be issued until they are needed. It is possible for prices to pass through the parity levels. But controls under Regulation 63 may be imposed next spring by Regional OPS offices if distributors and dealers fail to adjust their prices voluntarily to allow for seasonal price drops."

At the Illinois Association of Ice Cream Manufacturers session, Professor D. V. Josephson, Pennsylvania State College, began the discussion and was followed by Ray Norton, Sales Manager, Sealtest, Inc., Chicago, and Harvey H. Robbins, Secretary, Paraffined Carton Research Council, Chicago, who showed films.

"You have built ice cream into a staple food item," Mr.

Robbins pointed out. "Food stores are a most important outlet. If you are going to get more and more ice cream into the home, you will have to merchandise against the competition of frozen foods and many other things. You are going to have to follow closely the new trends in drug store merchandising. I submit—the biggest new gallonage is going to come from packaged ice cream."

H. S. Burkhardt, Dixie Cup Company, Chicago, closed the convention on a patriotic note, recalling the history of Chicago and of the United States prior to pointing out that the creation of the dairy industry during the past fifty years was achieved by giants, and that as their heirs, we had a duty and a responsibility to the industry and the nation that we must not shirk.

225 Attend Maryland Confab

Approximately 225 dairy industry men, representing twelve states and the District of Columbia attended the seventh annual Dairy Technology Conference at the University of Maryland on November 13, 14 and 15. Part of the group is pictured below.

The program for the first day was one of general interest to all and of specific interest to sanitarians. A. W. Hefti, of the Wyandotte Chemicals Corporation, explained some of the recent developments in cleaning dairy equipment by slide films and discussion. He said that circulation cleaning or clearing in place is receiving favorable attention. Dr. F. F. Fleischman of the Corning Glass Company discussed sanitation methods as they apply to Pyrex glass pipelines in the milk plant. Dr. R. N. Doetsch of the Bacteriology Department, University of Maryland, spoke on the bacteriological aspects of milk as consumed in the home.

Dr. C. W. England of C. Y. Stephens Dairy Industries gave a report on the Federal Ice Cream Standards hearings. Dr. England stated that the Administration has proposed a minimum of twelve per cent fat and six per cent milk solids-not-fat in plain ice cream with a permissible reduction to ten per cent and five per cent due to the addition of bulky flavors. The industry has proposed a minimum of ten per cent fat and twenty per cent total milk solids in plain ice cream with a reduction to eight per cent and sixteen per cent total milk solids due to the addition of bulky flavors.

Dr. G. M. Beal, Agricultural Economics Department, University of Maryland, opened the conference on the second day with a discussion of the economic outlook for the dairy industry. G. P. Gundlach, President of G. P. Gundlach and Company, advised stronger sales efforts for dairy products. He said a wide awake industry might capture much of the salad dressing business by devising and marketing a dressing made of dairy products. Mr. Gundlach said that the only way to start a sales campaign was by obtaining interest, whereby he fired a revolver (which certainly did obtain interest).

Robert Rosenbaum of the David Michael Company took the conference through the history of flavoring products in his talk on "Modern Trends in Flavoring Ice Cream." From his talk, Mr. Rosenbaum indicated that the consumer is becoming more flavor wise and exacting in the type and degree of flavoring.

The joint banquet meeting with the Maryland and District of Columbia Dairy Technology Society was held on the evening of November 14. Dr. G. M. Trout gave a talk on the "Benefits of Good Housekeeping." He defined "Good Housekeeping" as reflecting utmost cleanliness, perfect orderliness, and utmost pride in function and as being beyond price.

Southerners Elect Mayfield

More than 750 ice cream men and suppliers attended the thirty-seventh annual convention of the Southern Association of Ice Cream Manufacturers, held from November 27 to 29 at the Hotel Vinoy Park, St. Petersburg, Florida.

Thomas B. Mayfield, Mayfield's Creamery, Athens, Tennessee, was elected President for the coming year. Everett Mitchell, Biltmore Dairies, Asheville, North Carolina, is the new Vice President. Mr. Mitchell was unable to attend the convention. David P. Adams was re-elected Secretary.

New directors are Albert R. Yarnell, Jr., Yarnell Ice Cream Company, Searcy, Arkansas; Wiley S. Obenshain, Jr., Southern Dairies, Atlanta, Georgia; Charles H. Miller, Talladega Ice and Storage Company, Talladega, Alabama; John H. Tierney, Foremost Dairies, Miami, Florida; and Bill Corum, U. C. Milk Company, Madisonville, Kentucky.

In a key convention address, M. L. Finneburgh of the Liquid Carbonic Corporation urged ice cream manufacturers to make more effective their merchandising practices. He also advised stressing of the food value of ice cream.

DISA Plans Chicago Exposition

Members of the Dairy Industries Supply Association presently are filing notices of space requirements for this year's Dairy Industries Exposition, to be held in Chicago's Navy Pier. Dates have not been announced.

A spokesman for the association noted that the display areas are expected to exceed those of 1950—the year of the last dairy show—by about fifteen per cent. Many "newcomers" have indicated they will display products, he said.

Members of the Exposition Committee and Roberts Everett (standing), Executive Vice President of DISA, are shown above laying plans for the Chicago Exposition. The picture was snapped during a recent session in Detroit. Seated around the table, clockwise, are K. L. Wallace, Walker-Wallace Ltd., DISA President; Joseph L. Rosen, Illinois Creamery Supply Company; Earl Weed, Foote & Jenks, Inc.; S. E. Crofts, Batavia Body Company; Robert J. Hanger of the DISA staff (partially hidden); L. N. Lucas, Bastian-Blessing Company; and R. D. Britton, Wisner Manufacturing Company, Chairman.

Reynolds Re-elected By DISI

Irving C. Reynolds, President of Franklin Ice Cream Company, Toledo, Ohio, was re-elected President of Dairy Industries Society, International, at the Society's fifth annual meeting, held November 29 and 30 at the Hotel Mayflower in Washington, D. C.

Also re-elected was Dr. Joaquin Molano-Campuzano, Bogota, Colombia government official, who starts his second term as Vice President. Dr. Molano will continue as the Society's Area Director for Colombia, a post he has filled since 1949.

Roy E. Cairns, Waukesha Foundry Company, Waukesha, Wisconsin, was elected Treasurer, succeeding Ralph L. Young who had served in this capacity since DISI's founding in 1946. Mr. Young is now Executive Vice President of Dairy Suppliers' Foundation, Inc.

Robert Rosenbaum, David Michael and Company, Philadelphia, was re-elected Chairman of the Board of Directors, and K. L. Wallace, Walker-Wallace Ltd., Toronto, Ontario, Canada, Vice Chairman of the Board.

These men were elected to the Board of Directors: At Large—Frank S. Board, Cherry-Burrell Corporation, Chicago; Howard P. Faust, R. G. Wright Company, Buffalo, New York; Peter K. MacKenzie, Peter MacKenzie and Company, London, England; R. E. Olson, Taylor Instrument Company, Rochester, New York; Robert Rosenbaum; K. L. Wallace; George E. Wallis, Creamery Package Manufacturing Company, Chicago; W. A. Wentworth, Borden Company, New York; and Gosta Winberg, Mjoklcentralen, Stockholm, Sweden.

Pennsylvania Course This Month

The sixty-first annual Ice Cream Short Course will be given at Pennsylvania State College from January 14 to 26. The course is open to anyone interested in the manufacture of ice cream.

Lectures and laboratory exercises will include such subjects as: composition of ice cream, ingredients used in ice cream, testing of milk, testing ice cream by modified Babcick and Mojonnier methods, calculations of mixes, restandardization of mixes, processing of mixes, acid standardization, making of ices and sherbets, use of stabilizers and emulsifiers, defects in ice cream, flavoring of ice cream, making mixes in the vacuum pan, soft ice cream making, and sanitation.

The annual Ice Cream Conference, which follows the two-week Ice Cream Course, will be held in the Hotel Nittany Lion January 25.

The annual Serum Solids Banquet will be held at the Nittany Lion Inn at 6:30 P.M. the same evening. Ed. McCormack, of the S. H. Mahoney Extract Company of Chicago, will be toastmaster. The banquet speaker will be Robert H. North, International Association of Ice Cream Manufacturers, Washington, D. C.

Dairy Month Committee Meets

Before the summer of 1952 reaches the halfway mark, Amercia's buying public will be impressed as never before by the fact that dairy foods make "good eating for all ages."

This observation is based on a decision of the Sponsor Committee for 1952 June Dairy Month to concentrate on "good eating for all ages" as the new theme of this traditional merchandising and public relations campaign for the nation's dairy industry.

The Sponsor Committee met November 27 in Chicago with C. R. Schoby, President of the American Dairy Association, presiding. Present were representatives of the following sponsor organizations: American Butter Institute, American Dairy Association, Dairy Industries Supply Association, International Association of Ice Cream Manufacturers, Milk Industry Foundation, National Cheese Institute, National Creameries Association, National Dairy Council, and National Milk Producers Federation. Representatives of the Evaporated Milk Association and the American Dry Milk Institute attended as guests.

The next meeting of the Sponsor Committee will be March 20, in Chicago, following the annual meeting of the American Dairy Association.

Canadians Elect Hartwick

Possibly the greatest attendance in the history of the Ontario Association of Ice Cream Manufacturers was recorded at the Royal York Hotel in Toronto on December 10 and 11. Over 450 members, exhibitors and guests registered for the business meetings and social events.

Officers for the new year are as follows: Honorary President, J. E. Graydon; President, J. M. Hartwick; Immediate Past President, T. H. Bauland; Vice-President, E. G. Silverwood; Vice-President, E. V. Cowick; and Secretary-Treasurer, W. L. Fetterly. Directors at Large are J. L. Beaton, E. W. Hendershot, and W. A. Woods.

Keynote of the first day's activities was the report of the retiring President, Ted Bauland of the Borden Company. His able administration over the past two years was noted in the progress made by the association on industry and administration problems. The luncheon speakers included Honorary Leslie M. Frost and Professor L. J. Rogers. The afternoon was devoted to a review of the exhibits on the convention floor.

On the following day, the morning session was turned over to Howard B. Grant, Publisher of ICE CREAM FIELD, and his panel of merchandising experts. Delivering timely and thought provoking papers were W. E. Bailey of Donland's Dairy of Toronto, Gordon Base of Wm. Neilson Ltd., E. W. Hendershot of the Borden Company and E. L. Mendoza of Silverwood Dairies. Several of these papers will be published in ICE CREAM FIELD. Mr. Grant summarized new developments and trends in bulk, package, and novelty items with particular emphasis on the possibilities of developing soda fountain outlets in the coming year.

The afternoon session was devoted to a production panel with T. S. Gilchrist as moderator. Participating in this session were Harry Bitter, H. F. George, H. M. Sneyd and H. T. Spettigue. The convention was closed with a banquet and floor show.

Ohio State Plans Short Course

Ohio State University will offer a two-week short course in ice cream making beginning February 18. To be conducted at the Columbus campus, the course will spotlight such subjects as ice cream composition, ice cream practices, equipment operation and maintenance, calculations, and bacteriology.

Price Heads Washington Group

Kenneth C. Price, Price's Golden Guernsey, Port Orchard, Washington, was elected President of the Washington State Dairy Foundation during the group's recent convention held in Yakima. Other new officers include Richard C. Smith, Milky Way Dairy, Pullman, Vice President; and A. Frank Bird, Seattle, Secretary-Treasurer.

One of the speakers during the meetings was Robert C. Hibben, Executive Secretary of the International Association of Ice Cream Manufacturers. He supported the establishment of a federal standard of identity for ice cream.

For '52 be on the sales-side with Van-Sal Vanilla. Taste *tells* . . . and Van-Sal *sells* because it's always in "good taste" . . . naturally good. And it costs less . . . goes farther . . . advertises your vanilla ice cream as the very *finest* in flavor richness. Ask for the proof of "The Industry's No. 1 Vanilla" . . . proof in economy; proof in extra flavor-power; proof in customer-preference. Try and you'll buy Van-Sal Vanilla — first favorite wherever ice cream is made.

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Soda Fountain Group Meets

The Soda Fountain Manufacturers Association held its annual meeting in Chicago November 12 and 13. Of interest was a discussion of the sanitation specifications which will be used as construction standards by the National Sanitation Foundation Testing Laboratory.

The Executive Committee of the Association for the ensuing year consists of Chairman, M. L. Finneburgh, Liquid Carbonic Corporation; H. G. Hood, United American Soda Fountain Corporation; S. C. Knight, Stanley Knight Corporation; L. N. Lucas, Bastian Blessing Company; and R. W. Mann, Grand Rapids Cabinet Company. Carl J. Palmer continues as Executive Secretary. The 1952 Meeting will be held in New York City.

Klepper Heads Wisconsin Association

More than 500 persons attended the concurrent thirty-seventh annual convention of the Wisconsin Association of Ice Cream Manufacturers and the sixteenth annual convention of the Wisconsin Milk Dealers Association. The meetings were held from December 4 to 6 in the Hotel Schroeder, Milwaukee.

Carl J. Klepper of the Luick Ice Cream Company, Milwaukee, was elected President. I. B. Bell, Ranney's Dairy, Tomah, was named Vice President. P. C. Carver was re-elected Secretary-Treasurer.

An important speaker at one of the joint sessions was Karl Franke, Director of Sales and Advertising of the National Dairy Products Company, Inc., Chicago. His topic was "Improving Ice Cream Sales."

Purdue Schedules Conferences

Two one-day dairy conferences have been scheduled in March at Purdue University, according to an announcement by Professor H. W. Gregory, Head, Department of Dairy Husbandry. These conferences are as follows: Dairy Fieldmen's Conference, March 25, and Dairy Plant Operation Conference, March 26.

Specialists in the dairy industry and universities will discuss present day problems of fieldmen and dairy plant operators. For further information write to: V. C. Manhart, Smith Hall, Purdue University, Layfayette, Indiana.

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Indiana Convention Set

The Hotel French Lick Springs in French Lick, Indiana, will be the scene of the thirty-fourth annual convention of the Indiana Dairy Products Association, to be held from January 14 to 16. One of the principal speakers will be M. L. Finneburgh of the Liquid Carbonic Corporation, Chicago. His topic will be "Keeping The Fountains Open."

Detroiters Elect Fisher

Richard Fisher of the Maple Leaf Dairy, Pontiac, Michigan, was elected President of the Allied Ice Cream Manufacturers of Metropolitan Detroit at the group's meeting last month.

Other new officers are Ed Gruber, C. F. Berger Creamery, Detroit, First Vice President; Marty Bishop, H. A. McDonald Creamery, Detroit, Second Vice President; Robert Anderson, Eskimo Pie Corporation, Secretary; and Fred Pierce of the Walter Baker Chocolate Company, Treasurer.

337 Attend Missouri Conclave

New officers of the Missouri Ice Cream and Milk Institute, elected at the group's recent convention, are Carl Palmer, Frank-Pillery and Company, Springfield, President; J. M. O'Bryan, Arctic Ice Cream Company, Kansas City, Vice President; and Professor W. H. E. Reid of the University of Missouri, Secretary-Treasurer. A record-breaking total of 337 persons registered for the meetings.

Pittsburgh Mixers Install Officers

The Dairy Mixers of Pittsburgh, Inc. installed new officers at a Christmas Party held December 18 at the Hotel Sheraton in Pittsburgh. The new officers are J. E. Hutchinson, Bloomer Bros., President; Frank Ruthven, Marathon Paper Corporation, Vice President; L. C. Channing, Butler Paper Products Company, Secretary; W. F. Thieman, Owens-Illinois Glass Company, Treasurer; and D. H. Gundrum, Morris Paper Mills, Honorary Vice President. Directors named for three-year terms include E. B. Churchfield, Robert A. Johnston Company; Elmer W. Smith, Dixie Cup Company; and Ralph P. Anderson, Cherry-Burrell Corporation.

Packaging Show Set For April

The twenty-first national Packaging Exposition will be held in Atlantic City from April 1 to 4. Sponsor of the event will be the American Management Association, sponsor also of the Conference on Packaging, Packing and Shipping held concurrently.

Dairy Society Hears Doscher

Fen Doscher, sales executive of the Lily-Tulip Cup Corporation, was the guest speaker at the December 12 meeting

of the Dairy Technology Society of Maryland and the District of Columbia. The meeting was held in the Hotel Park Plaza in Baltimore. Mr. Doscher's topic was "Dynamic Sales Leadership."

Professor Henderson Speaks

Professor H. B. Henderson of the University of Georgia Dairy Department, was the guest speaker at the December 11 meeting of the North Carolina Dairy Technology Society. The meeting was held in Durham. Professor Henderson spoke on "Some Things New And Old In The Dairy Industry."

Northwest Association Convenes

The annual convention of the Northwest Association of Ice Cream Manufacturers was held concurrently with conclaves of the Milk Dealers and Creamery Owners from November 26 to 28 at the Hotel Nicollet in Minneapolis. Entertainment was sponsored by the Minnesota Gophers, supply group.

Kansans Elect DeCoursey

More than 300 persons attended the annual convention of the Kansas Ice Cream and Milk Institute, held from December 2 to 4 in the Hotel Town House, Kansas City, Kansas. Two of the principal speakers were Robert H. North of the International Association of Ice Cream Manufacturers, and M. L. Finneburgh of the Liquid Carbonic Corporation, Chicago. Growth of the dairy business in Kansas and equipment and sanitation developments were discussed at the meetings.

Vincent DeCoursey, DeCoursey Creamery Company, Kansas City, was elected President of the Institute. Ransom Bennett, Jr., Bennett Creamery, Ottawa, was elected Vice President. A. R. Brodine, Jo-Mar Dairies, Salina, is Secretary-Treasurer. Dale M. Bryant of Wichita continues as Executive Secretary.

New Directors are Mr. DeCoursey; Willard V. Haskell, Beatrice Foods Company, Topeka; Willis D. Jones, Victory Creamery Company, Emporia; and Lester A. Perkins, Armstrong Creamery Company, Wichita.

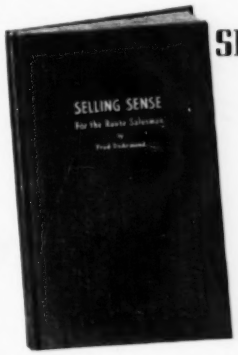
IAICM To Convene In September

The 1952 convention of the International Association will be held in Chicago from September 22 to 24, it was announced last month in the association's bulletin. Official hotels will be designated later.

Plan Flavor Group Convention

Plans are underway for the forty-third annual convention of the Flavoring Extract Manufacturers' Association, to be held at the Hotel Edgewater Beach, Chicago, from May 25 to 28.

Produce greater volume and increased profits from any territory—



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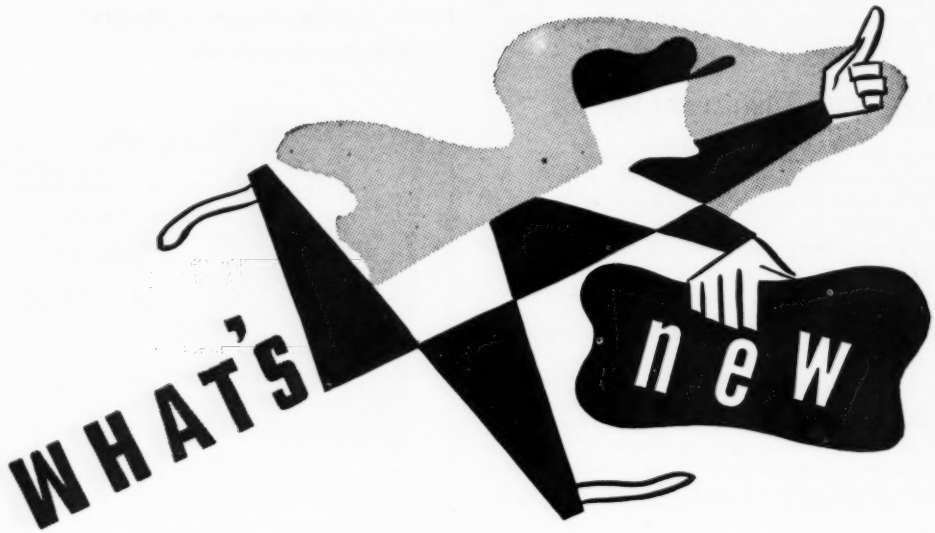


people

BALCH APPOINTS NEW SALESMAN

Announcement has been made by Balch Flavor Company of Pittsburgh, Pennsylvania of the appointment of a new sales representative in the eastern central states.

Ben Walcher, experienced in the ice cream trade since 1929, will now represent Balch in Indiana, Western Ohio, Eastern Kentucky, and Tennessee.

CLINTON FOODS APPOINTS BENDIXEN

The naming of H. A. Bendixen as Vice President and General Sales Manager of the Corn Processing Division of Clinton Foods, Inc. was announced recently by R. C. Wagner, President of the Corn Processing Division.

Mr. Bendixen has been General Sales Manager for the Division. In his new capacity, Mr. Bendixen will continue in charge of the sales of all products of the Corn Processing Division, and in addition will work into other branches of company management.

BRUGGEMEIER JOINS SUPERIOR DAIRY

Arthur E. Bruggemeier has joined Superior Dairy, Inc., Canton, Ohio. Mr. Bruggemeier, a Penn State graduate Dairy Technician, began his career with Telling-Belle Vernon of Cleveland, remaining with that firm thirteen years. In 1947, he designed and supervised construction of Checker Bar Ice Cream Company in Cleveland, specialists in novelty ice cream products. During that period, Mr. Bruggemeier developed an ice cream for diabetics, using sweetening agents other than sugar.

In his capacity as ice cream production chief with Superior in Canton, he has made some outstanding contributions in processing low-butterfat, low-calorie-count ice cream, many of which have been adopted by the Quality Chekd organization.

E. A. MORGAN IS BLUE SEAL PRESIDENT

Eugene A. Morgan has been named President of Blue Seal Extract Company, Inc., Cambridge, Massachusetts. Mr. Morgan, a graduate of Massachusetts Institute of Technology, has extensive experience in the extract field and has been associated with Blue Seal in an executive capacity for the past three years.

Blue Seal has manufactured flavors for more than seventy years. Since Mr. Morgan joined the organization, the company has expanded its line of prdoucts for the ice cream industry and has increased its sales and research activities in that field. Blue Seal now offers a complete line of flavoring extracts for ice cream.

Mr. Morgan also was instrumental in effecting an increase in Blue Seal laboratory facilities and in developing an extensive program of research to produce new and improved flavoring extracts.

LINCOLN YOUNG RETURNS FROM EUROPE

Lincoln R. Young, Vice President and Sales Manager of Virginia Dare Extract Company, Inc., has just returned from a three weeks visit to England, France, Germany, and Austria. The purpose of the trip was to call on customers and suppliers of basic materials for the company.

The large increase in the number of American Nationals, both in uniform and civilian life, continues to stimulate a demand for Virginia Dare products abroad, according to Mr. Young. At the same time, the increase in production capacity, particularly in Germany and France, has brought about important changes in manufacturing standards.

Conferences with all Virginia Dare European representatives were held, the high point of which was a three-day sales meeting and banquet at the Hotel Frankfurter Hof in Frankfort am Main.

JOHN CHERRY HEADS CHERRY-BURRELL

At a meeting of the Cherry-Burrell Corporation Board of Directors held in Chicago recently, John G. Cherry was elected President of the company succeeding the late John W. Ladd, who died October 29. Mr. Ladd had been President since 1943.

John G. Cherry, thirty-nine, who becomes the third President of the Cherry-Burrell Corporation, joined the company in 1934 in the Accounting Division upon his graduation with a degree in business administration from the University of Michigan, Ann Arbor. During World War II he became manager of the Priorities Department. He was elected a director of the company in January, 1945. In January, 1947 he became a Vice President and in January, 1949 he was made Vice President in Charge of Production, embracing manufacturing and engineering.

During World War II, Mr. Cherry served as a member of the Dairy Equipment Industry Advisory Committee to the War Production Board.

John Cherry is a grandson and namesake of the founder of J. G. Cherry Company, one of the predecessors of Cherry-Burrell Corporation. He is a son of Howard H. Cherry, First Vice President of the company and Manager of the Cedar Rapids, Iowa, manufacturing plant.

At the time of John Cherry's election, the Board of Directors selected a new Executive Committee and filled the vacant office of Chairman of the Executive Committee. This Committee consists of Anthony von Wening, Chairman; Stanley B. Berg; D. H. Burrell, III; John G. Cherry; Carl A. Wood and Loomis Burrell, Chairman of the Board, ex officio.

Anthony von Wening played an important part in the organization of the Cherry-Burrell Corporation and has been a member of the Board since its formation in 1928.

Stanley B. Berg joined Cherry-Burrell in 1929 and has served as Secretary and Comptroller for many years. He was elected to the Board in 1940. In 1943 he was elected Vice President, Secretary, Comptroller and a member of the Executive Committee. Mr. Berg was elected Vice President in Charge of Finance in 1949, continuing as Secretary and Comptroller, and continues as a member of the Executive Committee.

D. H. Burrell, III joined Cherry-Burrell at its Little Falls, New York manufacturing plant in 1933, transferring to the New York City Sales Branch in 1935. He became Sales Engineer at the Cleveland Branch in 1937, and was later transferred to the Syracuse Branch as Sales Engineer and as Sales Manager from 1938 to 1942. During World War II, Mr. Burrell enlisted in the U. S. Navy, serving with distinction from 1942 to 1946 as a Lieutenant. Upon his return from overseas, Mr. Burrell was appointed a Divisional Sales Manager with headquarters in Chicago. In April of this year he was elected to the Board of Directors and now becomes a member of the Executive Committee.

Carl A. Wood, Vice President in Charge of Sales, brings a wide experience in distribution to the new Executive Committee. He has been connected with Cherry-Burrell and Wright-Ziegler Company, Boston, a predecessor company, for over thirty-four years. He came up through the ranks starting as a territory salesman. He was appointed Manager of the New York and Syracuse territories until 1937. Mr. Wood was promoted to Assistant General Sales Manager, Chicago, late in 1937 and became General Sales Manager of the entire corporation distribution operations in 1943. He was elected to the Board in 1945 and became Vice President in Charge of Sales in January, 1949. He is widely known in the industry. Mr. Wood is Secretary and a director of the National Dairy Council, a Vice President and Director of the Dairy Industries Supply Association and a member of the Dairy Industry Committee.

Loomis Burrell, with more than fifty-five years experience in the dairy equipment industry, and Chairman of the Board since 1928, continues as a member of the Executive Committee in an ex officio capacity, thus giving his lifetime of experience to corporate problems.

CHERRY-BURRELL Corporation's new Executive Committee is pictured below, from left to right. Seated are President John G. Cherry and Anthony von Wening. Standing are D. H. Burrell III, Stanley B. Berg, and Carl A. Wood.

L. C. ANDERSON IS DEAD

L. Christian Anderson, Vice President and Secretary of the General Ice Cream Corporation, Schenectady, New York, died November 28 at the Ellis Hospital. Funeral services were held at the Baxter Funeral Home in Schenectady on December 1. Survivors are his wife, Mrs. Daisy Rickland Anderson, a son, a daughter, a sister, and five grandchildren.

Mr. Anderson had been for many years Chairman of the Accounting Committee of the International Association of Ice Cream Manufacturers. He was a past Chairman of the association's Controllers' Council, and last October finished his term as a member of the International's Board of Directors.

He had been associated with the General Ice Cream Corporation for twenty-seven years, and was on the firm's Board of Directors.

GOVERNMENT POST TO R. L. PUTNAM

Roger Lowell Putnam, President of the Package Machinery Company, Springfield, Massachusetts, has been appointed by President Harry S. Truman Director of the Economic Stabilization Agency. Formerly Mayor of Springfield, Mr. Putnam has been associated with Package Machinery since 1919.

LEFT TO RIGHT: MESSRS. KUEBLER, TAYLOR, KOCH

DIXIE CUP PROMOTES THREE

C. F. Dawson, President of the Dixie Cup Company, has announced the election of three new Vice Presidents: Richard W. Koch, Joseph W. Kuebler, and John B. Taylor.

Mr. Koch, a graduate of the University of Wisconsin, joined Dixie Cup in 1949 as Assistant to the Executive Vice President. Immediately after graduation from college, Mr. Koch was associated with the Owens-Illinois Glass Company. In 1943 he joined National Distillers where he became Executive Vice-President and a Director of the White Rock Corporation.

Mr. Kuebler's experience with Dixie Cup dates back to 1927. After graduating from Lafayette College in 1932 he was assigned to the Personnel Department and several years later became Personnel Manager. In September of 1942, Mr. Kuebler was chosen superintendent of the Easton plant. Immediately prior to his present election as Vice President in Charge of Production, Mr. Kuebler had been General Works Manager since 1949.

Mr. Taylor joined the Accounting Department of the Dixie Cup Company in 1922. In 1934 he became Chief Accountant and in 1944 was appointed Controller. As Vice President, Mr. Taylor will continue his duties as Controller but in addition will now be responsible for the financial operation of the budgets in both factory and commercial operations.

NESTLE'S ANNOUNCES EXECUTIVE CHANGES

Clive C. Day, President of Nestle's Chocolate Company, New York, has announced several important changes in the firm's sales executive personnel.

Thomas F. Corrigan, sales manager, is being appointed to manager of coating and bulk cocoa sales. He succeeds M. H. Saxe, Vice President of the company and a prominent figure in the chocolate and confectionery industry.

Mr. Saxe is looking forward to retirement early in 1952 in conformity with the company's retirement policy. Mr. Saxe joined the Lamont Corliss organization in 1938 as manager of the Runkel division at the time Lamont Corliss absorbed Runkel Brothers.

Mr. Corrigan joined the company in 1941 and was the administrative staff assistant to the President until his appointment as sales manager of the company's general lines products in 1951.

Mr. Day also announced that John Fairgrieve would succeed Mr. Corrigan as sales manager. Mr. Fairgrieve started with the company in 1932 in Detroit and was promoted to manager of the Detroit division in 1940. In 1946, Mr. Fairgrieve was made district manager of the Chicago division and in 1950 was appointed assistant sales manager with headquarters in Chicago.

LEFT TO RIGHT: MESSRS. FAIRGRIEVE, SAXE, CORRIGAN

G. P. GUNDLACH FETED ON 60TH BIRTHDAY

G. P. GUNDLACH

All members of the home office staff and laboratories of G. P. Gundlach & Company, research and merchandising consultants to the dairy industry, joined recently in the sponsorship of a luncheon honoring G. P. Gundlach, President and founder of the company, in celebration of his sixtieth birthday.

Mr. Gundlach, whose thirty-three year contributions to the dairy industry have won him international recognition, heads an organization now having seventy-five associates and employees, representing vast growth from the original start back in 1919 with a "two-men-and-a-boy" trio.

The home headquarters and laboratories of the Gundlach organization in Cincinnati now occupy a three-story building owned by the company. In addition, the firm maintains field consultants, and account executives in fifteen geographic centers of service from coast to coast.

Pistol-packing "pays off" for attention-compelling absorption of a public speaker's message, Mr. Gundlach insists.

Mr. Gundlach advises that the first principle of any selling effort is "Get Attention." He recommends: "Fire several pistol shots in the air before uttering a word or even acknowledging the introductory presentation."

What's good at the beginning, reasons Mr. Gundlach, is also worth repetition and he fires the pistol again at the close of his talks to reiterate the importance of his message.

HERBERT S. HOWES APPOINTED

H. A. Johnson Company, seventy-five-year-old food product and equipment concern of Boston and New York, announces the appointment of Herbert S. Howes as Assistant to President E. C. Johnson, Jr. Mr. Howes has been with the firm for five years, starting as Sales Promotional Manager in 1946. Following this he was appointed Assistant Sales Manager and then Boston Sales Manager.

A graduate of the University of Massachusetts and Harvard Business School, Mr. Howes served three and one-half years in the Navy during World War II as Commanding Officer of a submarine chaser.

He was elected to partnership in the H. A. Johnson Company in March 1951.

ADVERTISING POST TO SCHACHTE

HENRY M. SCHACHTE

Henry M. Schachte, formerly national advertising manager of the Borden Company, has been named director of advertising, it was announced last month by Stuart Peabody, Assistant Vice President of the company, who has held the advertising director's post since 1933. Mr. Peabody will continue to have executive responsibility over the company's advertising.

As national ad manager, Mr. Schachte has been responsible for the overall Borden campaign and other advertising activities of the home office. In his new capacity, Mr. Schachte will continue this responsibility, and in addition will counsel the company's operating divisions on advertising matters, Mr. Peabody said. He will also be responsible for the coordination of the various advertising programs of the company, and will head up Borden's general advertising department.

A native of Pittsfield, Massachusetts, and an alumnus of Williams College, Mr. Schachte joined Borden's in 1947 after two years at Young & Rubicam, Inc., as account executive on the Borden account. His career in advertising began with General Electric Company in Schenectady, New York, where he started as industrial ad copywriter and later was put in charge of GE public relations.

HORACE MELLUM RETIRES

Horace J. Mellum retired as Secretary of the Nash-Kelvinator Corporation on December 31.

Mr. Mellum, seventy-five, who has been Secretary of Nash-Kelvinator since its formation in January, 1937, and Secretary of Nash Motors Company from August, 1916, maintained his office at the company's Nash plant in Kenosha, Wisconsin.

Godfrey Strelinger of Detroit, Treasurer of the corporation since April, 1944, has been elected Secretary to succeed Mr. Mellum. Mr. Strelinger also continues as Treasurer of the corporation and as Secretary and Treasurer of several subsidiary companies including Refrigeration Discount Corporation. He joined the Kelvinator Corporation in 1929 and has held executive positions with both Kelvinator and Nash.

CONTINENTAL CAN APPOINTS THREE

Continental Can Company's Paper Container Division recently announced the appointments of M. C. Alex, John T. Todd and Homer B. Failing to key positions in its sales organization.

Mr. Alex, who has been with Continental since 1945, was appointed director of sales. Formerly, he was manager of sales for Continental's Pacific Division and will be succeeded in that position by Mr. Todd. Formerly a district sales manager, Mr. Todd will make his headquarters in Los Angeles, California.

A newly-created post of manager of merchandising is being assumed by Homer B. Failing. Mr. Failing has been with the Continental Paper Container Division since 1944 and, until his present appointment, was division sales manager. He will make his headquarters at the Newark, New Jersey office of the Paper Container Division.

CAN-PRO NAMES FIRLE

ARNOLD FIRLE

Arnold Firle, Sales Advertising Manager of the Can-Pro Corporation of Fond du Lac, Wisconsin, has been named Vice President and Assistant General Manager of the company, it was announced recently by P. C. Goodrick, President.

Mr. Firle joined Can-Pro Corporation in 1930, and by 1939 won promotion to the position of Assistant Sales Manager. Two years later in 1941 he took over full charge of sales as General Sales Manager. In 1943 he assumed the additional duty of Advertising Manager.

As Sales Manager, Mr. Firle directed sales of all divisions of the company. Can-Pro Corporation manufactures insulated delivery equipment for ice cream. The ice cream line consists of solid side containers, heavy duty truck shippers, and special delivery containers. Also manufactured is a line of insulated quilts and split leg aprons.

Sani-Serv

AMERICA'S FOREMOST CONTINUOUS DIRECT-DRAW DAIRY FREEZER

Stainless steel cylinder • Heavy-duty positive feed dasher • Lifetime, stainless steel construction • Heavy duty 3 h.p. dasher drive motor • Ball bearing dasher drive • Fully automatic controls • Maintains uniform temperature • Top speed, continuous service • Minimum maintenance • Easily serviced • Factory guaranteed.

WRITE FOR COMPLETE INFORMATION

General Equipment Sales, inc.

824 South West Street • Indianapolis, Ind.

LAUNDERGAN APPOINTMENT ANNOUNCED

J. J. LAUNDERGAN

S. J. (Bud) Lonergan, Jr., Vice President in Charge of Sales of Lonergan Manufacturing Company, announces the appointment of J. J. (Jim) Laundergan as Sales Promotion Manager of Refrigeration Corporation of America and Lonergan Division of the company.

Jim Laundergan has been connected with the refrigeration and appliance industry for the past nineteen years. During most of this time he worked for Coolerator Company in Duluth as district manager and, within the last few years, as national freezer specialist.

Refrigeration Corporation of America Division, manufacturing Frigid Freeze ice cream cabinets, will add two new models to the line and aggressively promote these to ice cream manufacturers through a new manner of distribution headed by J. Jack Ernst, Sales Manager.

NEW ASSIGNMENT FOR MEIMAN

JOSEPH MEIMAN

Limpert Brothers, Inc., Vineland, New Jersey, has announced the appointment of Joseph Meiman as supervisor of all distribution of the Servwell Sets and the Servwell refills, the Limpert merchandising development which enables "dry" steps to serve sundaes.

Mr. Meiman has been associated with Limpert Brothers since May, 1950. It is expected that Mr. Meiman, in his new relationship, will be able to correlate the storage and delivery facilities of the confectionery and candy jobbers with the promotion activities of the ice cream manufacturers.

Mr. Meman will continue to serve the confectionery jobbers and ice cream manufacturrers in New England, Pennsylvania, New York, and Ohio.

McKENNA REPRESENTS PENNCO

C. M. McKENNA

Charles M. McKenna has been appointed to the sales staff of Pennco, Inc., Philadelphia, manufacturer of syrup and crushed fruit dispensers, ice cream cabinets and superstructures.

A native of Philadelphia, Mr. McKenna is a graduate of the University of Pennsylvania. He formerly was with the Charles E. Hires Company.

His Pennco headquarters will be in Philadelphia, according to J. Jack Ernst, company executive who announced the appointment.

ALBERT C. WRAY DIES

Albert C. Wray, President of the Wray Ice Cream Company, Elkhart, Indiana, died November 16 at the Ball Memorial Hospital, Muncie, Indiana. Survivors are his wife, Mrs. Ida Mae Wray, two brothers, and four sisters.

Mr. Wray started his ice cream business in Elkhart in 1934. He was a member of the National Association of Retail Ice Cream Manufacturers.

His associate, Robert L. Holdeman, Secretary-Treasurer, and Mrs. Wray will continue to operate the business.

HUDSON APPOINTS LAMSON

R. A. LAMSON, JR.

The Hudson Manufacturing Company, Morton Grove, Illinois, importers and manufacturers of vanilla products for sixty-three years, announces the appointment of Robert A. Lamson, Jr. as Vice President and General Manager.

Mr. Lamson states, "The quality of our products and the policies of this company will continue as originaly established by Gabe Wegener in the foundation of this firm in 1888.

"Our modern plant with expanded facilities and new stainless steel equipment will enable us to serve customers to their complete satisfaction."

MORRIS LAZOW DIES

Morris Lazow, President of K-W Paper Products Corporation, died December 18 in New York City. Funeral services were held December 19 at the Riverside Memorial Chapel in Brooklyn. Survivors are his wife, Mrs. Fay Lazow, and a son, Sam.

Sam Lazow, who has been Secretary of the carton firm, has taken over administrative duties. An expansion policy will be continued, he said.

JAY HENRY IS DEAD

Jay Henry, President of the Thomas W. Dunn Company, New York City, died of a heart attack late in December. He was thirty-nine years old. Survivors are his wife and his mother.

E. F. MILLER LEAVES BATAVIA BODY

Eldon F. Miller has terminated his connection with the Batavia Body Company of Batavia, Illinois. Mr. Miller was a Vice President of the refrigerated truck body manufacturing firm.

Mr. Miller plans to manufacture and market a line of high and low temperature refrigeration systems for truck bodies used in distributing ice cream, frozen foods, milk, meat, and similar products. Each unit will be of the package type with emphasis on facile installation and service.

Business News

GUNDLACH ANNOUNCES CLINIC DATES

Announcement of the Gundlach and Company Ice Cream Clinic dates of January 16, 17 and 18 has been made by G. P. Gundlach, President of the firm.

The all-day conferences will be held at the Cincinnati Club in Cincinnati, Ohio, where meetings and discussions will be held on subjects concerning research, technological marketing, merchandising, advertising and advertising management.

Prominent speakers will appear on the program. All conferences will be under direction of Mr. Gundlach and C. W. Esmond, company Vice-President.

A "Formula for You in '52" is the title of an ice cream merchandising brochure now in distribution to ice cream manufacturers. According to the booklet, the Gundlach 1952 formula for increased sales and increased profits is products of excellence, distinctive packaging and intensive merchandising.

Frank S. Strong, widely known in the dairy products and provisions field, has become associated with the Gundlach firm. He will serve milk and ice cream plants in the state of Illinois, it was announced by the research, marketing and sales promotion organization.

Mr. Strong will maintain headquarters at 717 Hinman Street, Evanston, Illinois, with telephone contact through Greenlee 55282.

DISPLAY FIRM CHANGES ADDRESS

Verne Besser, Sales Manager of Middle West Display and Sales Company, reports that the company now is located at 1653 W. Melrose Street, Chicago, Illinois. New showroom, office and assembly plant are housed under one roof.

BOEDECKER FIRM MERGED

Merger of Boedecker Ice Cream Company, Dallas, one of the oldest manufacturers of ice cream in the South, with the Carnation Company of Texas was announced by George L. Boedecker.

The transaction included the equipment and good will of the company. Mr. Boedecker and Sam Smith, who have been responsible for the development and growth of the business, will remain in the new organization, as will the rest of the Boedecker employes, according to William Backstrom, Vice-President of Carnation. He added that Carnation will continue the Boedecker name and line of ice cream products. Ralph D. Eyer of Wichita Falls is General Manager of Carnation Company of Texas.

"NEW EXECUTIVES" GROUP FORMED

Formation of a Management Development Department, first in the dairy industry, to provide an expanded source of executive strength for the company's future, was announced last month by L. A. Van Bomel, President, National Dairy Products Corporation, in a letter to all stockholders accompanying the fourth quarter dividend checks.

In his message to stockholders, Mr. Van Bomel points out that the company already has a "little green seed box" of executive records from which the new management development program can grow.

"This green box contains about 1100 cards," he said. "Each card represents a key man who is a present or potential future manager of one of our principal operations.

"Each year the work of these men is reviewed; progressively they are tried in new responsibilities after being trained to meet the many problems they will face. Then, as opportunities open they are moved into positions of increasing executive importance.

"Our new Management Development Department will permit us to perpetuate and expand this vital source of management strength. Individual performance in each of our companies will be continuously reviewed and evaluated. Training programs will be encouraged, and promising men promoted to positions of greater responsibility."

BRAND NAME SURVEY COMPLETED

A recently completed survey by the Gilbert Youth Research organization shows that college students are less conscious of ice cream brand names than they were at the time of a similar study in 1947. Other products about which brand-consciousness apparently has decreased among college people are shoes, men's suits, ladies' hosiery, razor blades, milk, and cookies. Questionnaires were returned by 6600 persons.

VERY WARM FOR SNOWBALLS

Winter is here and many ice cream manufacturers are thinking in terms of providing refreshing compensation for frozen feet, numb noses and chilblained cheeks.

Only something warm, inviting, luscious, and designed to leave customers with a feeling of cool pleasure would fit the bill.

The Golden State Company of San Francisco, California, recognized this. The accompanying photograph makes clear what their selection is.

Or does it?

To make it *perfectly* clear, the inviting and luscious item (on the plate) is a vanilla ice cream snowball rolled in coconut and topped with green holly leaves and red berries made of whipped cream. The warmth is provided by a bright red candle. The after-effect is guaranteed "cool pleasure."

Golden State dealers sell the snowballs six to a box, including paper lace doilies and candles.

No, *she's* not included!

ICE CREAM vending machines built by the Atlas Tool and Manufacturing Company were displayed at the recent National Automatic Merchandising Association Exposition in Cleveland. Company men pictured above (left to right) are President Glenn A. Delf, Paul E. Hord, Parmer Maxwell, George A. Hickey, and Leland L. Coggan.

STANDARDS HEARINGS CONTINUE

Government hearings on the proposed standards for ice cream and related foods were adjourned November 16 and scheduled for resumption January 9.

When the hearings continued on November 5, after an extended recess, the subject of toxicity of surface-active agents was discussed. Witnesses for the Atlas Powder Company and Swift and Company, among others, were heard. The results of several experiments were presented, along with the observation that no harmful effects were discerned following the use of surface-active agents.

Additional witnesses for the Atlas Powder Company were due to testify as the hearings got underway again on January 9.

STATEMENT ISSUED ON CHOLESTEROL

Because uncertainty has been created in the minds of consumers with regard to cholesterol as it relates to ice cream, the National Dairy Council's Department of Research and Nutrition has issued the following statement to provide ice cream manufacturers with the facts:

"Cholesterol is a material of complex chemical structure similar to vitamin D, bile acids, and some of the sex hormones. It is found associated with fat in animal tissues and foods of animal origin.

"Cholesterol has been found deposited in the walls of blood vessels of persons with hardening of the arteries and heart ailments. It has been found similarly deposited in the blood vessels of experimental animals fed high cholesterol diets. For this reason, foods of animal origin, containing cholesterol, have received unfavorable publicity from time to time since 1946 in the popular magazines and newspapers.

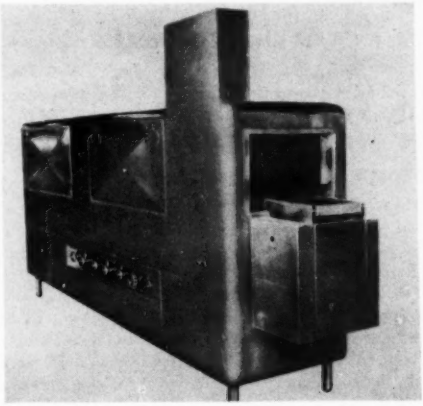
"This unfavorable publicity has been based on the theory that the cholesterol which an individual eats in his food is responsible for its deposit in the blood vessels, ultimately creating failure of proper circulation and heart failure. However, no one has clearly demonstrated that the amount of cholesterol in the blood is responsible for its deposit in the blood vessels. Research done by Dr. Ancel Keys of the University of Minnesota, sponsored by National Dairy Council on behalf of the American Dairy Association, shows there is no correlation between the amount of cholesterol which an individual habitually eats and the level of this material in his blood. The body can manufacture its own cholesterol.

"Cholesterol is found in milkfat and other animal fats. Ice cream contains an average of twelve per cent milkfat. Therefore, recommendations for the elimination of dairy foods containing milkfat from the diet to ward off heart disease and hardening of the arteries may seriously affect the sales of ice cream to many people and are not justified by present evidence.

"All segments of the dairy industry are acutely aware of this problem and are working together in a special committee to learn the true facts through research, about the possible relationship of cholesterol in foods to heart disease, and to widely publicize the available positive information on the subject. National Dairy Council has been delegated the major responsibility for this research and educational program."

PIONEER INSTALLS MOLD WASHERS

Stainless steel mold washers that rinse, wash and sterilize dry ice cream molds with filtered air have been installed by Girton Manufacturing Company of Millville, Pennsylvania, in two New York City plants of the Pioneer Ice Cream Division of the Borden Company. This unit, pictured below, is a high capacity model that fits into a by-pass conveyor system for intermittent cleaning of the molds with a minimum of handling.



This machine was developed by Girton in cooperation with Pioneer engineers and various health officials. These units are fabricated of stainless steel with stainless steel pumps, shafts, tanks, conveyor parts, dryers and piping.

The problem of sterilizing tin molds by means of chlorine was solved by the use of a fresh water after-rinse prior to the drying operation. The sterilized dry molds leave the machine at room temperature, ready to re-enter instantly the operational cycle.

A number of heavy duty stainless steel mold washers also have been installed in some of the major ice cream manufacturing plants in Philadelphia and Chicago.

LOW TEMPERATURE equipment manufactured by the Ace Cabinet Corporation was on display in the company's booth (photo, above) at the recent Refrigeration and Air Conditioning Exposition in Chicago. Open-top glass front frozen food cabinets, sliding glass door models, ice cream cabinets and storage freezers were shown.

BLANKE-BAER APPOINTS BROKERS

A. H. Knese, Sales Manager of the Blanke-Baer Extract and Preserving Company, St. Louis, Missouri, has announced the appointment of the firm of Derby and Moreau as New England brokers. Headquarters of the brokers are at 131 State Street, Boston, Massachusetts.

GUILFORD OFF-SEASON CAMPAIGN SCORES

Mose Kiser, Manager of the Guilford Dairy Cooperative Association, Greensboro, North Carolina, described one of his firm's successful off-season merchandising campaigns at the recent convention of the National Association of Retail Ice Cream Manufacturers.

The promotion involves the distribution of booklets containing seven tickets, each good for the purchase of a half-gallon of the firm's cream. The booklets are suggested as Christmas and holiday gifts, and are sold to industrial firms who give them to employees instead of the conventional turkeys. They are sold at a ten-cent per half-gallon reduction in price. Anyone may purchase one or more of the booklets.

Direct mail advertising has been the most effective method of publicizing the booklets, Mr. Kiser revealed. Last year, more than $4,000 worth were sold. A satisfactory feature of the promotion is the fact that the great majority of coupons are redeemed in January and February—customarily slow ice cream months.

SWEDEN FREEZER NAMES DISTRIBUTORS

The Sweden Freezer Manufacturing Company, makers of soft ice cream and milk shake machines, announces the appointment of two new authorized sellers, Dakota Food Service Equipment, Inc. of Fargo, North Dakota, and Bivins and Company of Amarillo, Texas.

Dakota Food Service was founded in 1947 by Donald E. Nelson, a North Dakota Agricultural College graduate. Bivins and Company, organized by W. R. Bivins, began as a one man company in 1941 and has grown to a seven man sales organization.

DRAPER JOINS GIVEN CONCERN

A. Charles Draper, former supervisor of soda fountain planning for the Rexall Drug Company, has joined the Given Manufacturing Company, Los Angeles, California, as product manager for food service equipment. Mr. Draper has been active in the food equipment field for more than twenty years.

MOHAWK CABINET COMPANY FORMED

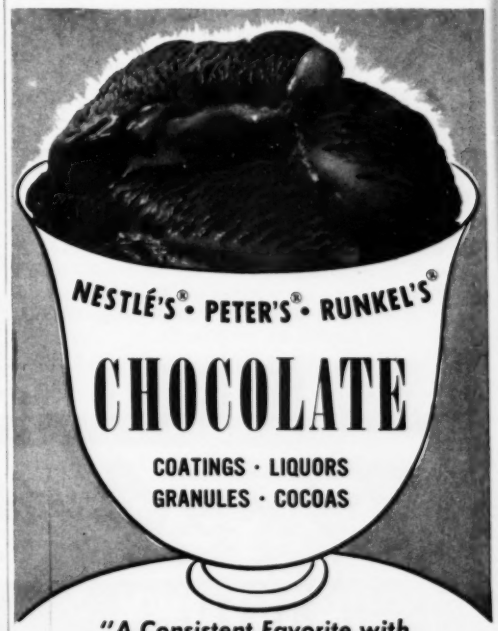
Ted Hoye, a veteran of many years in the ice cream cabinet industry, has announced the formation of the Mohawk Cabinet Company, Inc. Headquarters will be at 721 State Street, Utica 4, New York. The firm will manufacture and distribute low-temperature merchandising cabinets.

RUSSELL M. BROWN SUCCUMBS

Russell M. Brown, President of the Marian Margaret Ice Cream Stores, Cortland, New York, died December 24 from the effects of an automobile accident. He died at Syracuse Memorial Hospital.

Mr. Brown was Third Vice President-elect of the National Association of Retail Ice Cream Manufacturers and was to have taken office on January 1. He had served as a Director for many years and was active in the affairs of the organization.

Funeral services were held at the Earl Wright Funeral Home, Cortland, on December 27.



"A Consistent Favorite with your Customers"

Nestlé's Chocolate Company, Inc., 60 Hudson St., New York 13, N. Y.

REINCARNATION

If, as some sages of't declare
In terms that brook no compromise:
We must return to earthly fare
Though satisfied with our demise,
When back I go design the plan
So I become an Ice Cream Man.

I've had enough of power and pelf
And vain aggrandizement of self.
Let others build with stone and steel
The things that you can see and feel
Just let me have the simple joys
Like making cones for girls and boys.

With cows let me cooperate
To bring their product to that state
Where, mixed with goodies I select
A frozen nectar I perfect.
Then come you lads, your purse unfurl
And buy a soda for your girl.

Let others sell more worldly things
And keep the gold their labor brings
I'll hoard the joys, from here to Monday
That I can give with every Sundae.
And find my fun in store or van
If I can be an Ice Cream Man.

Across my counter I'll pass pleasure.
With every sale a double measure.
Those tasty jobs the buyers reap
Cannot compare with those I keep.
Match, Oh Match these if you can,
The pleasures of the Ice Cream Man.

But, for my sins you may require
That I descend into the fire.
So Let it be! I know full well
That all the denizens of hell
Will welcome to their frying pan
That frosty gent, the Ice Cream Man.

...Lloyd Greene
Bard's Dairy Stores
Pittsburgh, Pa.

TORRINGTON CREAMERY ISSUES BOOKLET

In celebration of its fiftieth year of activity in the dairy industry, the Torrington Creamery has issued a booklet in which is contained a summary of the firm's achievements and of its present status. Arthur G. Weigold is Manager and Treasurer of the concern. His father, George Weigold, who died last year, was founder and President. Current products and personnel are listed in the brochure.

JAMES RILEY JOINS SUTHERLAND

J. M. RILEY

Sutherland Paper Company has announced that James M. Riley recently has been appointed to the firm's Philadelphia sales staff.

Mr. Riley has a background of many years in the paper industry and will service all accounts in the Philadelphia market. With headquarters in Philadelphia, he also will service the surrounding areas of Delaware and New Jersey.

Sutherland Paper Company's factory is located in Kalamazoo, Michigan. The firm manufactures many types of containers and utensils for the ice cream industry.

THERMACOTE NAMES CHRITIANSEN FIRM

ROBERT CHRISTIANSEN

The Thermacote Company of Newark, Chicago and Los Angeles, manufacturers of "C-Thru" transparent lids and the new "live" plastic super structure, has announced the appointment of the Robert P. Christiansen Company of Winnetka, Illinois, as sales representative for Illinois, Wisconsin and Minnesota.

The Christiansen name is a familiar one in the dairy field as the family has been assiciated with the industry in the middle west for more than fifty years. Arnold Christiansen, Sr. was a member of the Christiansen Brothers Dairy Company in Chicago until 1928 when his interest was sold to the Borden Company. Robert and Arnold, partners in the R. P. Christiansen Company, have devoted practically their entire business careers to the dairy industry.

3 of every 4 who try VELVA-CREME
ICE CREAM STABILIZER
ADOPT IT PERMANENTLY
GERMANTOWN Manufacturing Company
5100 LANCASTER AVE., PHILADELPHIA 31, PA.

NOVEMBER ICE CREAM PRODUCTION DIPS

November ice cream production in the United States, estimated at 34,065,000 gallons, was five per cent smaller than the November output last year and was eight per cent below the 1945-49 average for the month, the Bureau of Agricultural Economics reports.

Ice cream production declined twenty-four per cent between October and November this year, compared with a seasonal decrease of seventeen per cent at this time last year, and a drop of nineteen per cent between these months in the five-year period, 1945-49.

In the first eleven months of 1951, ice cream production was up two per cent from the same period of 1950 but was down three per cent from the 1945-49 average for these months.

Production of sherbet in the United States during November was estimated at 1,010,000 gallons—two per cent less than the final enumerated data for November 1950, but fifty-six per cent more than the five-year, 1945-49, average for the month. Production declined forty per cent between October and November, compared with a twenty per cent seasonal drop a year ago and an average downturn of twenty-eight per cent between these months in 1945-49.

HOLT IS ARDEN PRESIDENT

J. Frank Holt has been elected President of the Arden Farms Company of Los Angeles, California. Mr. Holt formerly was Treasurer of the firm. He succeeds the late S. H. Berch, Arden founder.

Mrs. Rose J. Berch, Mr. Berch's widow, has been elected to fill the vacancy on the Board of Directors. R. E. Campbell, Executive Vice President, has been named to the newly created office of Chairman of the Board. J. A. Tongue, Vice President, has been elected to succeed Mr. Holt as Treasurer.

SHERMAN PAPER APPOINTS OWENS

The Sherman Paper Products Corporation of Newton Upper Falls, Massachusetts, announces through their Vice President in Charge of Sales, E. N. Pitt, the appointment of R. C. Owens as Director of Product Development, with offices in New York City. His new position with Sherman will be in the administrative, creative and distribution fields.

For the past twenty years, Mr. Owens has concentrated his efforts on sales, sales promotion, advertising, market analysis, and the developing and merchandising of new products in diversified fields. In particular, he has worked very closely with the bakery, candy, dairy, food, cosmetics, and pharmaceutical industries.

Mr. Owens was formerly the sales manager of Whitson Products, Division of the Borden Company.

TAYLOR, LANGELAND PROMOTED

Election of Brainard R. Taylor and Earle E. Langeland as Vice Presidents of American Maize-Products Company has been announced by Theodore Sander, Jr., President. Mr. Taylor also was elected to a vacancy on the Board of Directors.

Mr. Taylor, for several years in charge of planning and development, will continue to head up the work leading toward future growth of the company and will maintain his offices in the general headquarters of the company in New York City.

Mr. Langeland, since 1949 plant manager of the Hammond, Indiana works of the company, will be Vice President in charge of production and will continue to headquarter in Hammond.

HUGO PULVER DIES

Hugo Pulver, Executive Vice President of H. Kohnstamm & Company, died December 25 in the Michael Reese Hospital, Chicago. He was sixty-nine years old. Funeral services were held at the Furth Funeral Chapel on December 27. Survivors are his wife, Mrs. Florence Pulver; a son, Robert H.; and two grandchildren.

Mr. Pulver was a veteran of more than fifty years with the manufacturer of colors, extracts and flavors. He started with the firm in 1899 as an office boy.

MRS. TRESSIDER DIES

Mrs. Evelyn Tressider, thirty-six, wife of George Tressider of Brown's Frosted Foods, Inc., Philadelphia, died December 21. Funeral services were held December 23. Burial took place the next day. The Tressiders have four children.

Efficient truck bodies reduce delivery costs...

Robbins & Burke, pioneers in refrigerated ice cream bodies for over a quarter century, use their experience to reduce *your* delivery costs. Won't you check with us before ordering your next truck body? We assure you friendly, reliable service.

ROBBINS & BURKE, INC.

29 Lansdowne Street

Cambridge 39, Mass.

Classified Advertising

FOR SALE

FOR SALE: Lamson "Popsicle" bagger with automatic release; Anderson stick placer; General Mills pint box former; Model D—Fitzpatrick comminuting machine; automatic "Popsicle" dipper. Box 410, Ice Cream Field, 19 W. 44th St., New York 18, N. Y.

FOR SALE: Complete vending business—7 trucks, 3 carts and fully equipped novelty manufacturing plant. Upper New York State. A terrific deal for party who knows vending business. Sales can be tripled. Box 397, Ice Cream Field, 19 W. 44th St., New York 18, N. Y.

FOR SALE: "York 14" x 11" V.S.A. Ammonia Booster Compressor, V belt drive, force feed oiling system, condition like new. Box #354, Ice Cream Field, 19 W. 44th St., New York 18, N. Y.

FOR SALE: Used Anderson Mold Filler $400. Used Anderson Stick Dispenser $500. Stick Assorter $85. Used Anderson Cup Filler, Cup Dispenser, capper $750. Also stick holders, bag blowers, molds. Cupid Ice Cream Co., 2449 W. McMicken Ave., Cincinnati 14, Ohio.

FOR SALE: Vilter Compressor 11½ x 11½ direct connected to a synchromous motor 150 H.P. Installed NEW in 1948 but run only approx. 2 or 3 months each year since. Excellent condition. Can be seen and operated at Vigo Ice Company, 120 N. Water St., Terre Haute, Indiana.

FOR SALE: Brand new 1951 ¼ ton Ford Refrigerated Delivery Truck—3 plates—¼ H.P. Unit—4 doors. A. Diamond, 177 Ninth St., Jersey City, N. J.

FOR SALE: One of the largest and most substantial wholesale ice cream manufacturing plants in the South. Twenty-five years' establishment in city with 125,000 population. Entire building is of solid brick, built on entire city block, and is one of the most beautiful plants in the South, doing year-round wonderful buisness. Reply to Box 400, Ice Cream Field, 19 W. 44th St., New York 18, N. Y.

FOR SALE: 2 Anderson Model No. 143 Stick Machines, $150 each. 1 24-spout Liquid Mold Filler. 2 Model 36 Cup Fillers and Cappers, direct feed from continuous freezer, $700 each. 1 Prestige Liqua-Matic Mold Filler with stainless steel sanitary pump, $500. 1 Anderson Model 34C Universal Cup Filler & Capper, stainless steel double hopper and syrup attachment, $1200. 1 Anderson Power Mold Filler, double hopper, 8 spouts, also extra set of hoppers for filling two flavor bars, $1500. 50 Prestige single stainless stick molds, cost $1250, price, $625. Central Ice Cream Company, 4801-19 South Western Boulevard, Chicago 9, Illinois.

FOR SALE: Two 1950 Chevrolet vending trucks; 3 scooters, used one season; all in good condition; will sell all or part. Box 412, Ice Cream Field, 19 W. 44th St., New York 18, N. Y.

FOR SALE: 1000 gallon Cherry-Burrell model SVS Holding Vat with s.s. cooling coil; Creamery Package Fruit Feeder; 60 and 150 gallon Cherry-Burrell and Creamery Package Continuous Freezers; 40 qt. Cherry-Burrell Triple Dasher Freezer; 100, 150, 200 and 250 gallon Round s.s. Pasteurizers; 300 and 400 gallon Cherry-Burrell s.s. Spray Pasteurizers; 125 to 1500 gallon Homogenizers or Viscolizers; 6 ft. Combination Direct Expansion Cooler, 46 s.s. tubes; Bagby Two Flavor Ice Cream Filler; Bump Nickel Alloy Ice Cream Pump with hopper; Bottle Washers, Fillers, Coolers, Separators, Clarifiers, Vacuum Pans, Pumps, etc. Write or wire your requirements. Lester Kehoe Machinery Corporation, 1 East 42nd Street, New York 17, N. Y. Telephone—MUrray Hill 2-4616.

FOR SALE: Small Ice Cream Plant in Central Florida, wholesale and retail, very reasonable. Pure Dairy Products, 128 S. Hughey St., Orlando, Fla.

FOR SALE: One Mills Frozen Custard Machine. Excellent condition. Purchased new at $1,700 in 1949. Will sell for $700 cash. Box 415, Ice Cream Field, 19 W. 44th St., New York 18, N. Y.

FOR SALE: Complete ice cream manufacturing plant, five combination fountains and retail ice cream store and small wholesale ice cream route. We operate in five small cities in a rapidly growing district of Central California, known as the Monterey Bay Area. We have a year around sale of ice cream of approximately 40,000 to 50,000 gallons. We have operated this business for over 25 years very successfully and with close attention it should pay as handsomely in the future as it has in the past. Illness and other interests compel us to sell. Prefer to sell as a whole but will consider individual sales. Reasonable terms. Box 413, Ice Cream Field, 19 W. 44th St., New York 18, N. Y.

FOR SALE: Four Electro-Freeze model-25 air cooled freezers, excellent condition, used only few months. $750 each. West Enterprises, 1440 Perry Avenue, Salt Lake City, Utah.

FOR SALE: 2 Used Well Pumps $50 each; 1 Can Washer (Oaks & Burger Rotary) Tor No. 547, $200; 1 5-HP Methyl Compressor (Mohawk), $200; 1 100-gal. Insulated Tank (Stainless Liner-Sweep Agitator-Drop Valve), $150; 1 No. 50 Delaval Separator (New Bowl), $450; 1 50-gal. Stainless Cottage Creese Vat, $75; 1 5-HP Well Pump (Turbine Type), $200; 1 350-gal. Homogenizer (Kraus No. 901—Hydraulic), 1949 Model, $1000; 1 Tubular Preheater (Stainless Specialty Brass)—6 Tubes 6 ft. long), $200; 1 Ammonia Cooler Room Unit (Elec. Fan Type), $100; 1 Short Time Press with Plates (Cherry-Burrell 1950 Model 5000 lb. capacity—heating unit included), 6 mo. old, 70% of new price. 3 100-gal Pasteurizers—stainless liners—complete with indicating and recording thermometers, $200 each. Equipment in use until recently and combining of operations makes these items superfluous. Clover Leaf Dairy, Newport, Ky.

FOR SALE: Bagby sour cream and cheese filler with motor and table, ice cream brick pans, ice cream cans 2½ gal. with lids, 3 200-gal. stainless steel pasteurizers, York 6½x6½ compressor V-belts motor 20 h.p. John A. Mistor, 3310 Lockwood, Detroit 10, Michigan.

FLAVOR-OF-THE-YEAR
Butter Brickle*
CANDY FLAVORED
ICE CREAM
A "BIG-4"
ALL-YEAR SELLER
WRITE for Broadside of Free Advertising-Merchandising Helps.
FENN BROS., INC., SIOUX FALLS, SOUTH DAKOTA
*BUTTER BRICKLE is the exclusive Trade Mark of Fenn Bros., Inc. ®

Classified Advertising

FOR SALE: One Bagby 3 piston, motor driven package filler. A-1 condition, $350. One Toledo Dial Scale 800 lb. capacity, $300. One 40 qt. direct expansion Emery Thompson Freezer, $200. One Anderson Six Spout Drumstick Filler, $225. One Anderson motor driven variable speed continuous flow ice cream filler, $350. Three Artic Bar Vending machines, model 150. Like new, $350 each. Crume Ice Cream Co., 800-806 N. McCann Street, Kokomo, Indiana.

HELP WANTED

HELP WANTED: Ice Cream maker for modern plant, South-Central Alabama. Good pay and permanent employment with old, established firm. Box 416, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

HELP WANTED: Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

HELP WANTED: Ice cream maker for modern ice cream plant. State age and qualifications. Box 407, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

HELP WANTED: Production man for Ice Cream Plant located in Illinois. Must understand all phases of production and equipment and be able to handle help. Steady position. Give experiences, references, age and salary. All information will be held strictly confidential. Box 418, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

HELP WANTED: An executive Vice President and General Manager by a well known independent wholesale Ice Cream Company located in the East. The man we want should by training and background be ready to take over top management. To the right man a good salary and an opportunity for capital gains will be offered. If you think you are ready for that kind of a position tell us all about yourself in absolute confidence. Write to Box 414, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

HELP WANTED: REPRESENTATIVES—We want aggressive topflight agents, who actively cover the Ice Cream industry in their territories, to sell a nationally advertised line of Ice Cream sales aids such as transparent cabinet lids, plastic superstructures, etc. Upon answering specify your present territory and line you are now selling. Write Box 411, ICE CREAM FIELD, 19 W. 44th St., New York 18, N.Y.

Rates

RATES: machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Add 25c per month for use of box number to cover handling. Minimum charge $1.00.

REPLIES to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 18, N. Y.

WANTED TO BUY

WANTED TO BUY: Vendo Dairy-Vends—Coin operated. Cobb Company, 102 Sixth St., N.E., Atlanta, Georgia

WANTED TO BUY: Late model used 6"x6" upright York Ammonia Compressor. Must be in good condition. Write P.O. Box 605, Butler, Pennsylvania, giving full details.

WANTED TO BUY: Wholesale Ice Cream Business in Michigan or Ohio. Real estate and equipment not required. Write full details to Box 410, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

HOTEL Kimberly

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Easy to use, sturdy, highly polished aluminum.

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SCOOP-RITE COMPANY

806 Wilde St. Detroit 9, Michigan

Index to Advertisers

Ambrosia Chocolate Corp. 52
American Food Labs. 38
American Paper Goods Co. 7
Amerio Refrigerating & Equip. Co. 48
Anderson Bros. Mfg. Co. 3rd Cover
Atlas Tool & Mfg. Co. 49
Balch Flavor Co. 13
Barry & Baily Co. 63
Batavia Body Co. 17
Blanke-Baer Extract & Pres. Co. 58
Bloomer Brothers Co. 59
Blumenthal Brothers 86
Brown-Blodgett, Inc. 74
California Almond Growers Exchange 43
Cherry-Burrell Corp. 29
Creamery Package Mfg. Co. 25
Eskimo Kooler Corp. 41
Eskimo Pie Corp. 64
Fenn Brothers 98
Foote & Jenks, Inc. 33
General Equipment Sales Co. 91
Germantown Mfg. Co. 96
Grand Rapids Cabinet Co. 76
Gumpert Co., S. 4th Cover
Gundlach Co., G. P. 40
Hayssen Machine Co. 8
Hudson Mfg. Co. 81
Hooton Chocolate Co. 81
Jiffy Mfg. Co. 79
Kimberly Hotel 99
King Company 65
Kold-Hold Mfg. Co. 53
LeRoy Foods, Inc. 55
Lily-Tulip Cup Corp. 15
Limpert Brothers 6
Ludwig-Lockhart Co., Inc. 10
Mahoney Extract Co., S. H. 85
Mathieson Chemical Co. 62
Michael Co., Inc., David 45
Mojonnier Brothers 61
Morris Paper Mills 18
Murphy Body Co. 60
McGraw Chemical Co. 98
Nash-Kelvinator Corp. 4, 5
National Pectin Products Co. 47
Nestles Chocolate Co. 95
Newly Weds Baking Corp. 35, 36
Peterson Co., Chas. A. 77
Refined Syrups & Sugars, Inc. 31
Robbins & Burke, Inc. 97
Savage Arms Corp. 3
Schaefer, Inc. 22, 23
Schnabel Co. 73
Scoop-Rite Co. 99
Stein-Hall, Inc. 30
Sterwin Chemicals, Inc. 11
Sutherland Paper Co. 2nd Cover
Swift & Company 67
Vanilla Laboratories, Inc. 14
Van Leer Chocolate Corp. 69
Vendo Company 51
Virginia Dare Extract Co., Inc. 9
Young Co., B. 21

FILL "ECONOMY" ½ GALLONS AT A GREATER MARGIN OF PROFIT

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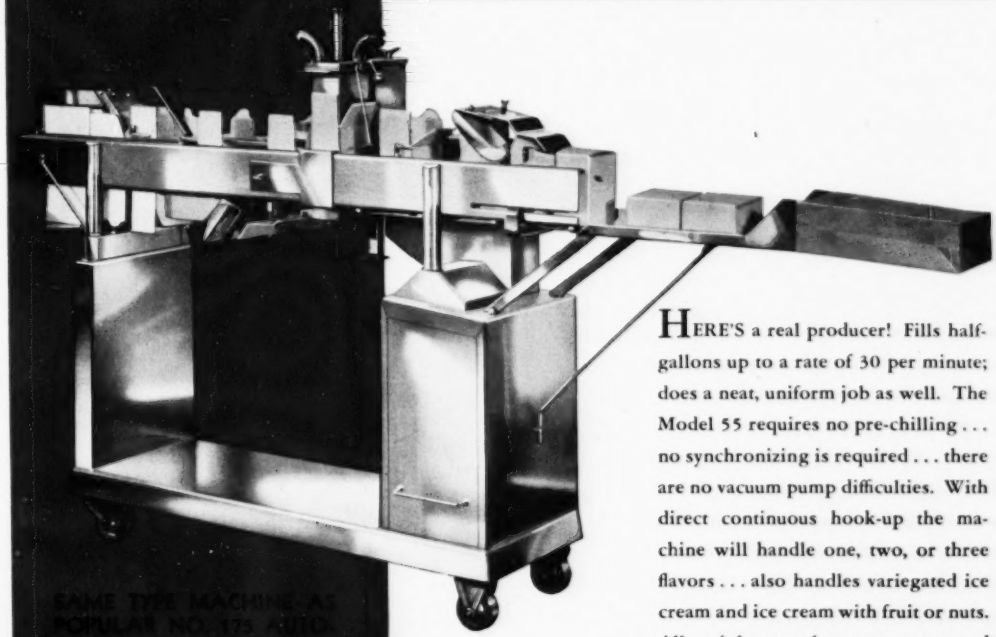

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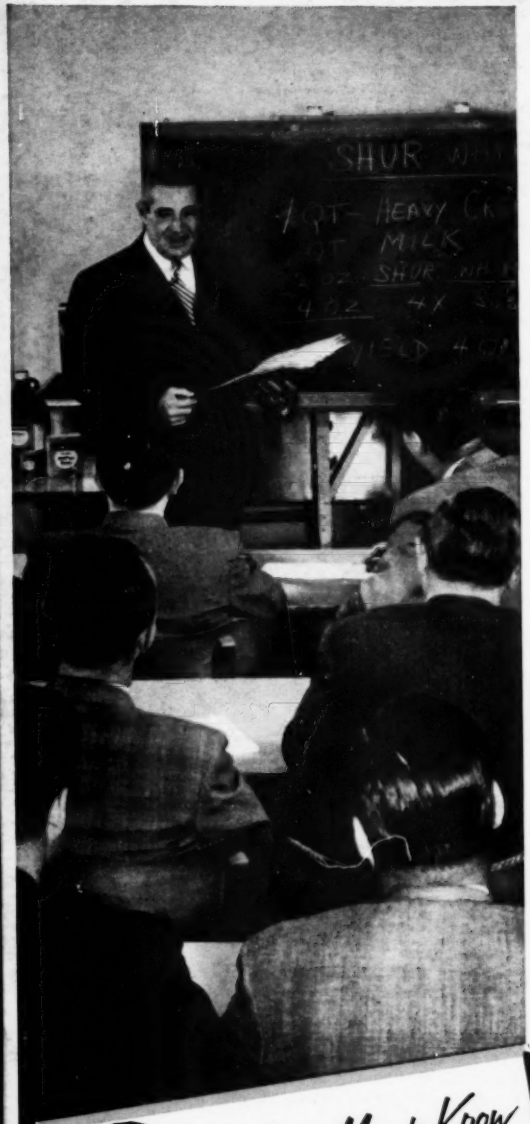

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270 FRUITS AND FLAVORS
for the Ice Cream Industry!

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